

The NATIONAL UNDERWRITER

Published weekly at 175 W. Jackson Blvd., Chicago 4, Illinois. Second class postage paid at Chicago.

30¢ a copy
\$7.50 a year

April 29, 1960
64th Year, No. 18

The National Weekly Newspaper of Fire and Casualty Insurance

Changes In N.Y. AR Midwest Territorial Conference Plan Assailed At Department Hearing

Racial Issue, Surcharges And Commission Changes Debated By Varied Groups

By JOHN N. COSGROVE

NEW YORK—The public hearing held here by the insurance department on proposed changes in the New York assigned risk plan was inconclusive in all but one respect: It marked the first time in the state that automobile insurance was so openly used as a political forum. The subject of the meeting—combining emotional with economic appeal—provided an ideal springboard for super-charged statements by legislators, labor representatives and spokesmen for other groups. Hitherto, auto hearings in New York have been confined to the subject of rates, also a volatile subject, but pale by comparison with the AR issue.

The issues which drew the heaviest fire were the proposed 10% surcharge on clean risks, a change in the present provision that 10% commission be paid in every AR case, accompanied by suggestions in favor of individual negotiation between companies and producers, and the proposed graded system of surcharges by 20% steps up to 100%, based on penalty points for accidents and violations.

A state auto liability fund was demanded by one witness, and the prospect of such a development was mentioned by several others.

John J. DeLury, president of the 10,000-member Uniformed Sanitation Men's Assn., Local 831 of International Brotherhood of Teamsters, touched off the first fireworks of the day when

(CONTINUED ON PAGE 6)

Chicago Union Asks Claims Adjusters Ballot At American

Allied Service, a division of Local 6 (Building Service Employees International Union), which has been making a strong effort in Chicago to unionize company staff adjusters, has filed a petition with National Labor Relations Board for a secret ballot election at American group's Chicago office. If NLRB approves the election it would also conduct the balloting. A majority of 51% of all ballots cast is necessary for the government to certify the union as bargaining agent for the company's claims adjusters. Subsequent changes in claim personnel at American, should they occur, would not affect its union status if such is approved.

The union indicated late last week that they were confident NLRB would approve the balloting.

Draws 600 Plus; Perin Chairman

By JAMES C. O'CONNOR

CINCINNATI—Midwest Territorial Conference of National Assn. of Insurance Agents held another successful annual meeting here, with an excellent attendance and general satisfaction with the program and the functioning of the organization. This year it was the turn of the conference to meet with the NAIA national board of state directors and the registration of over 600 was decidedly pleasing. There was universal praise for the job done by J. W. Hemphill, Painesville, O., conference chairman, and D. N. Avery, Columbus, secretary Ohio Assn. of Insurance Agents, upon

whose shoulders fell the unenvied responsibilities of convention director.

D. W. Perin, Chicago, succeeded Mr. Hemphill as chairman, G. A. Timm, Kenosha, moved up a notch to 1st vice-chairman and W. T. Dobson, Ann Arbor, started up the ladder as 2nd vice-chairman. F. E. McGlaughon, Kingsport, Tenn., was reelected secretary. In accordance with the custom of holding the annual meeting in the chairman's home state, the 1961 meeting will be at the Palmer House in Chicago Apr. 9-11, with George Nicoud, Springfield, secretary Illinois Assn. of Insurance Agents, as director of convention activities. The 1962 meeting will be in Milwaukee and the 1963 session in Detroit.

Vote Not To Limit NAIA Big I Ad Program In 1961

By ROBERT C. DAUER

CINCINNATI—The National Board of State Directors of National Assn. of Insurance Agents voted against the recommendation of the executive committee of NAIA to limit the Big I advertising campaign and agreed to go ahead in 1961 with the full \$1,285,000 program recommended by the advertising committee.

In a dramatic session which climaxed several hours of often heated discussions, the state directors voted overwhelmingly in favor of continuing the program as outlined by committee chairman Archie Slawsby, Nashua, N. H. Details of the discussion of the NAIA advertising effort, the main event at Cincinnati, will be reported next week.

An attempt by Indiana to amend the program to provide that it will not begin until 50% of the basic quota of each state is paid in cash was defeated.

While no action was taken to eliminate the objections to the fund raising mechanics of the program raised by California and several other states, it was decided that each state will be given permission to review its quota—and have the right to appeal it—before the quota is finally established by the executive committee. The basic method of quota allocation is still, presumably, unchanged.

Milton R. Cheverton, California state director, one of the strongest critics of the voluntary fund raising aspects of the campaign, reported that contrary to some earlier reports, California is not pulling out of the 1960 campaign and that it has high hopes of reaching its quota.

Mr. Cheverton hinted that Calif. (CONTINUED ON PAGE 29)

Ohio Casualty, A&S Figures Begin On Page 19

700 Attend Work Shop Session Of Mass. Brokers Assn.

Discuss How To Sell, Save More; Barry Sees Hard Time Ahead For 'Average Risk'

By BERNARD P. McMACKIN

BOSTON—Deviations and independent filings based on anything excepted proved savings would be strictly taboo if John R. Barry, president of Corroon and Reynolds, had his way. Mr. Barry, in the major talk of the all-day working meeting of Insurance Brokers Assn. of Massachusetts said there is no room in the business for individual cuts based on other factors. "These deviations and independent filings have been made, almost without exception, at the expense of the producer, whether he be agent or broker," Mr. Barry said.

Further, constant claims of deviators and independents that they are bestowing great benefits on the public by reducing rates omit any mention of "the fact that these benefits are available only to a limited group." They create, Mr. Barry believes, an adverse effect on a larger group.

Talk Climaxes Day

Mr. Barry's talk climaxed a busy day of panels and talks which drew more than 700 insurance men and women, virtually swamping the meeting facilities. This was the 12th edition of the Massachusetts brokers' affair and its theme—"more sales, less cost"—was carried off well under the direction of Hugh M. Chapin, vice-president of the association, and its new executive secretary, John M. Ryan.

Agency expansion, a topic of at least as great interest in Massachusetts as elsewhere, was explored by a panel of producers with experience in that area—Joseph J. Fay, Needham, Stephen B. Goodell, Springfield, Robert (CONTINUED ON PAGE 27)



Hugh M. Chapin, Boston, vice-president Insurance Brokers Assn. of Massachusetts, left, with John R. Barry, president Corroon & Reynolds, principal speaker at the all-day working meeting of the association, and C. F. J. Harrington, executive vice-president National Assn. of Casualty & Surety Agents.

Auto Problems Of Agents Reviewed At NAIA Midyear

Territories, Classes Studied; Motel Package Is Expected; Compulsory Report Given

Current problems in the automobile field occupied most of the report of



Hayne P. Glover Jr.



Roy MacBean

the casualty committee at the midyear meeting of the national board of state directors of National Assn. of Insurance Agents in Cincinnati. Roy H. MacBean of Cranford, N. J., reported that because of agency protests National Bureau does not plan to extend its premium discount plan on automobile fleets beyond the five states where it is presently in effect—New York, Virginia, North Carolina, Louisiana and Texas—so long as experience and schedule rating plans continue to be made available to meet the competition of mutuals, direct writers, and deviating companies.

Mr. MacBean also reported that National Bureau and National Automobile Underwriters Assn. have undertaken a thorough study of rating territories and of private passenger car classifications. A service station-garage package policy is being considered, and a package policy for motels that includes liability and PHD perils is expected soon.

Hayne P. Glover Jr. of Greenville, S. C., coordinator of NAIA's anti-compulsory auto activities, brought directors up to date on that subject.

Big Bite Is Taken

Many agents do not realize the extent of the bite that is taken out of commissions when premium discount plans become mandatory, Mr. MacBean said. For example, if an automobile insurance fleet premium is \$10,000, on the first \$1,000 the agent retains a maximum of \$200 or 20%. On the next \$4,000, he receives a maximum of \$640 or 16%, and on the next \$5,000 he gets just \$600 or 12%. The agent would be forced to settle for these reduced commissions for the sole purpose of providing insured with a discount of 6.4% on his \$10,000 premium.

On a \$10,000 fleet premium applicable to all rating jurisdictions operating without the premium discount plan, the agent may negotiate with his companies in connection with both experience and/or schedule rating plans, commissions up to 20%, or, in this illustration, dollar commissions of \$2,000.

National Bureau and National Automobile Underwriters Assn. now are engaged in an extremely comprehensive and complex analysis of every automobile rating territory in the country and are jointly studying ev-

49% Of Those 65 Or Over Are Covered For Illness Expense

NEW YORK—Of all Americans age 65 or older, 49% have insurance protection against the costs of ill health, an increase of 14% in the last two years in the proportion of such citizens so covered, according to Health Insurance Assn. of America. The new survey is the first nationwide study since early 1958.

There are 15.7 million persons in the 65-and-over age group and an estimated 7.7 million of them had health insurance at the beginning of 1960. The HIA report is based on coverage trends revealed in government and private surveys made during the last decade and on developments in the health insurance business.

Accelerated Activity Noted

Because of accelerated activity on the part of insuring organizations in the 65-and-over range, the growth of health insurance protection in that segment of the population during the last eight years has been much more rapid than for the population as a whole.

In early 1952, one out of every four senior citizens had health insurance, and now one out of two are so protected, according to HIA. Over the same period, the growth in coverage for the total population was from nearly six out of every 10 persons to a little more than seven out of 10.

In addition to the 49% of the 65-and-over who now have health insurance, the association said, another 15% or 2.4 million persons are offi-

(CONTINUED ON PAGE 27)

Commissioners And Industry Eye Problems In Unauthorized Field

NEW YORK—Commissioners and industry explored the problems in the surplus and excess market at a hearing in the New York department offices here. The tone was one of discussion rather than resolution. An industry committee was selected by Commissioner Howell of New Jersey, who acted as chairman in the absence of Jensen of North Dakota, the chairman of the unauthorized insurance committee of National Assn. of Insurance Commissioners, and McConnell of California, the vice-chairman.

On hand for the commissioners were Hunt of Oklahoma, Walter G. McGahan of New York, L. E. Stern of New Jersey, and Louis Bain of Louisiana, with Julius Wikler, formerly New York superintendent and now counsel to the committee, participating. Knowlton of New Hampshire, though not a member of the committee, sat in on the conference.

Names Industry Committee

Mr. Howell said an industry committee is needed in this field, and he appointed a temporary one to meet informally Tuesday afternoon with the committee. He named J. Raymond Berry of National Board; Keith Brown of Mendes & Mount, attorneys for London Lloyd's; Donald Dunham of Church Fire; Maynard Garrison, former California commissioner and now general counsel of California Surplus Lines Assn.; Robert Gilmore, general counsel Assn. of Casualty & Surety Companies; George Keyes of American Institute of Marine Underwriters; Arthur Mertz of National Assn. of In-

dependent Insurers; William Pugh of North America; R. K. Richey of American Mutual Insurance Alliance; Milton Shalleck, formerly with the New York department, who made a special study of the surplus market; Barclay Shaw of National Assn. of Insurance Brokers; M. B. Waterbury of Oregon Surplus Lines Assn., and Harold L. Wayne of Inland Marine Underwriters Assn.

Commissioners were much interested in whether the states were getting the premium tax on all unauthorized business. The discussion did not clear up this point but left a strong impression that there is business being exported on which states are not getting a tax. Mr. Hunt said that one phase of the problem is posed by many American insurers that are bootlegging insurance in his state, soliciting A&S and auto by mail. It looks like the commissioners of states of domicile will have to stop such insurers sending out stuff by mail. That will be hard to do, he conceded.

Mr. Waterbury said the real difficulty in Oregon is with the small non-admitted U.S. insurer, particularly those writing below average quality

(CONTINUED ON PAGE 25)

General Agents Get Ready For Annual Convention May 29

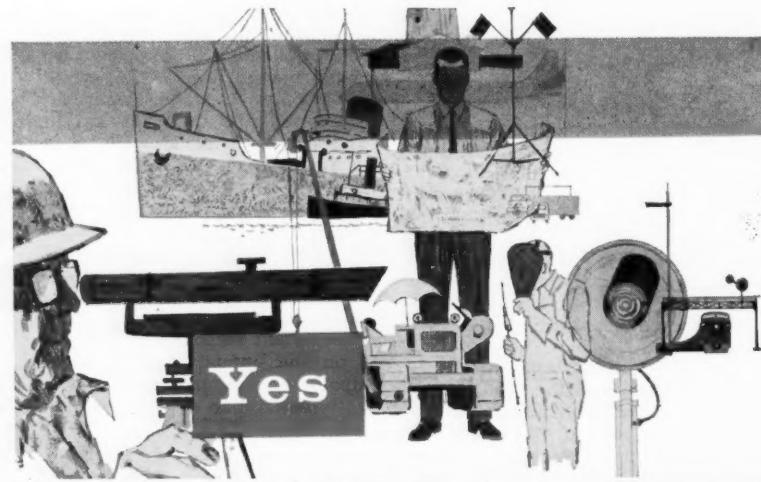
The program has been partly completed for the annual meeting of American Assn. of Managing General Agents May 29-June 1 at the Cloister Hotel Sea Island, Ga. Langdon C. Quin Jr. of Atlanta, president, points out that this is an important session. Since the meeting a year ago more members have sold out, merged or liquidated their operations. This is not, he declared, a weakening of the general agency system. However, with no public relations department, no publicity department, no hired sales promotion expert, and not even a paid secretary, the organization depends on the volunteer service of its members.

Paul H. Jones of Tucson, president of National Assn. of Insurance Agents will be the opening speaker. Lewis A. Vincent, general manager of National Board, will discuss "Serving the Public and Insurance."

Sedgley Thornbury, vice-president of Agricultural group, will speak on "Marketing Responsibilities of the Managing General Agent."

Dr. Kenneth Black Jr., chairman of the insurance department of Georgia State College of Business Administration, will talk on "Meeting the Challenge." Commissioner Cravey and Fred Crowell Jr., publisher of the Insurance Field, will also speak.

A. Lawrence Peirson Jr., President of Massachusetts Bonding, will give an address. The development committee of the association, under the supervision of Chairman John Crowther of Minneapolis, will lead a discussion on general agency volume, commissions, operating costs, and earnings. Mr. Crowther has conducted a survey of general agencies nationally and will present representative figures on the average managing general agency operation.



dynamic American industry on the move

looks to the nationwide facilities of S & T for special contracts and covers.

■ Yes, more and more producers on the grow look to S & T as a convenient, single source for almost every kind of business and industrial risk. We provide a broad variety of coverages, including transportation, trucking and logging equipment, motor truck cargo, trip transit, all types of aviation coverages, contractors' equipment, marine hull and cargo. For fast, efficient, professional service, call your nearest S & T office today.



SAYRE and TOSO, INC.

W. B. BRANDT & CO., INC.

A member of the Insurance Equities Corporation Group

San Francisco • Los Angeles • Seattle • Portland
Denver • Houston • Kansas City • Chicago • New York

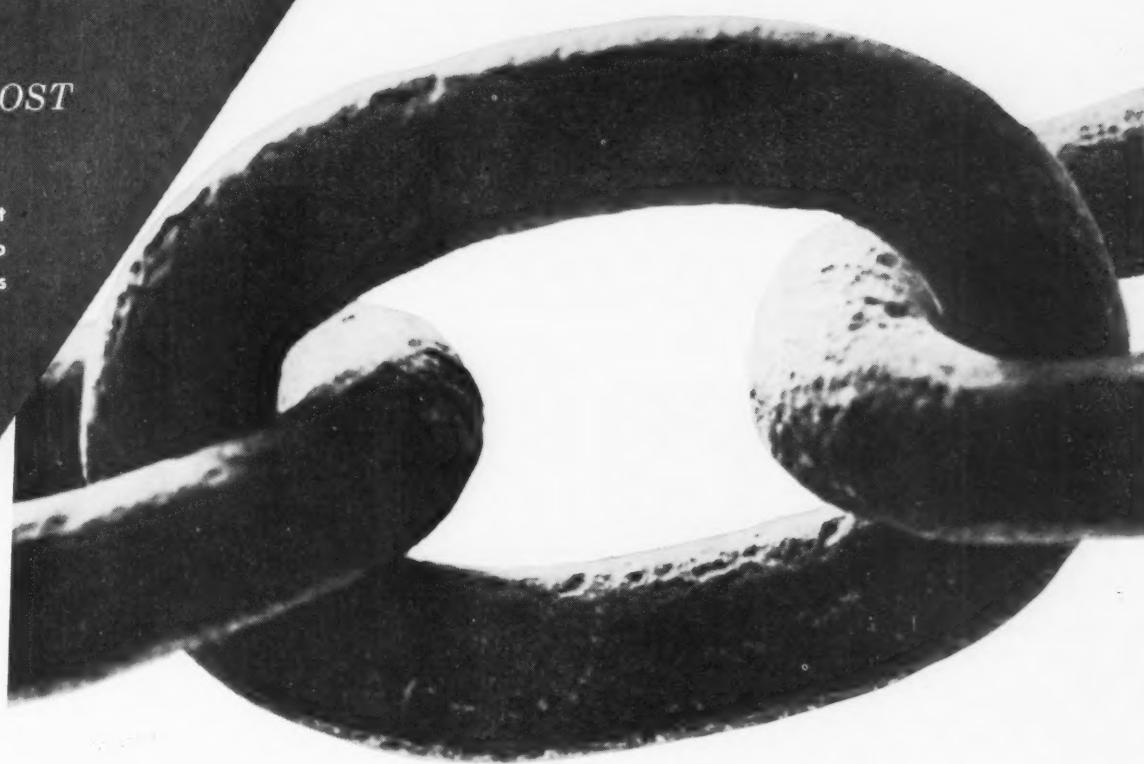
INLAND AND OCEAN MARINE FIRE

SURPLUS LINES & REINSURANCE

This eye-catching advertisement —the second in Great American's national series for 1960—

appeared in the
Saturday Evening POST
of April 23rd.

► Another example of what
the company is doing to
help agents and brokers
sell more insurance.



Vital Link in Your Chain of Family Protection

Look to
Great American for
progressive ideas...
new and better
policy forms...
improved merchandising methods—
all designed to
foster agency growth
and provide more
income for
producers.

THE GREAT AMERICAN HOMEOWNERS POLICY

is an essential element in your Family Security Program. It provides insurance for your home and its contents against fire, windstorm and explosion, burglary and theft...covers personal liability and many other hazards...all in a single, low-cost "package" of sound protection.

AVAILABLE ON EASY TERMS

Use Great American's BUDGET PLAN to pay for your Homeowners Policy—and your other family protection needs—in easy monthly or quarterly installments.

Get full details now from the Great American agent in your community, or your insurance broker.



GREAT AMERICAN
INSURANCE COMPANY

FIRE · MARINE · AUTOMOBILE · CASUALTY · SURETY

Mich. Surety's Fate Still Uncertain; Issue Goes To High Court

LANSING—The fate of Michigan Surety still hung precariously in the balance this week despite a circuit court order to dismiss a departmental custodianship and return the company to its stockholders.

Maurice Moule, assistant attorney general representing Commissioner Frank Blackford who has been custodian for more than two months, has filed for leave to appeal the decision of Judge Louis Coash of the circuit court to the state supreme court, and Judge Coash extended until April 29 a stay of his order which originally had been scheduled to become effective April 25.

Mr. Moule and counsel for the company, Clayton F. Jennings and Richard B. Foster, signed a stipulation agreeing to the additional stay. Mr. Moule said it would have a three-fold purpose: to provide more time for the company to prepare for return to an operating basis; to permit the custodian sufficient time for a final accounting, and to allow the supreme court to review the summarized arguments in behalf of an appeal in order to determine whether proceedings should be stayed pending final adjudication of issues, thus prolonging the custodianship indefinitely.

Asks Stay Delay

Mr. Moule also asked the high court to hold in abeyance the request for stay until Wednesday of this week. A brief summary of the arguments to be presented in behalf of the appeal is being submitted to the high court for its guidance as to what immediate action should be taken. Mr. Moule said this sets forth an alleged error by the lower court in accepting assets rejected by examiners. The chief item in this category consists of

certain Florida real estate claimed by the company to have been acquired as security for a debt. The state contends this asset could be recognized legally only if the debt was that of a company having no financial linkage with the creditor company. In this case, it is noted, the debtor is Ins. Corp. of America, an affiliated corporation controlled by Mark Kroll of Cincinnati, and the actual owner of some 90% of Michigan Surety's stock. It has been the claim of the management group fighting the custodianship that the real estate can be and will be promptly converted into a cash asset.

The appeals court also is being informed that rejection of the department's position by the lower tribunal, if upheld, will work to the certain detriment of policyholders and the public, according to the insurance department.

Chicago Women To Observe National Insurance Day

Insurance Distaff Executives Assn. of Chicago, which is affiliated with National Assn. of Insurance Women, will hold a luncheon at the Palmer House May 10 to mark the observance of National Insurance Women's Day, which has been set for that date by the governors of various states. IDEA's guest list includes its employers, members of the insurance department and other representatives of the insurance industry. An annual affair, the luncheon usually draws about 500 persons in all. Featured speaker will be Miss Roberta L. White, field assistant in the home office agency department of Aetna Casualty and 1st vice-president of NAIW. She is a CPCU.



Roberta White

HERE it is! The proven market for...

LIQUOR LIABILITY COVERAGE



Experience credits for eligible risks—
special treatment for preferred risks.

Underwriters
at
**LLOYD'S
LONDON**

A.F. SHAW & CO.

EXTENSIVE MARKETING FACILITIES

175 W. JACKSON BLVD. • CHICAGO 4 • WABASH 2-1068

Leaders Are Given 1959 Wash. Volume

Property and casualty insurers in Washington had total earned premiums of \$198,362,000 and incurred losses of \$97,844 in 1959. The over-all loss ratio was 49.3%.

Lines shown in the accompanying tables—auto BI, auto PDL, auto physical damage and fire—were compiled from page 14 of the annual statements as submitted to the Washington department. For these lines only the 10 leading companies in order of premiums written are shown. For the all lines table the first 20 are listed. All figures are in thousands.

All Lines

	Premiums	Losses	Ratio
General, Seattle	15,362	5,186	33.7
Northwestern Mut.	9,736	4,304	44.2
Allstate	9,365	5,035	53.7
United Pacific	8,725	4,851	55.5
State Farm Mut. Auto	8,581	5,078	59.1
Farmers	7,731	4,367	56.4
Fireman's Fund	5,434	2,425	44.6
Continental Cas.	4,456	2,551	57.2
Safeco	3,901	1,796	46.0
Travelers Indem.	3,581	1,587	44.3
Aetna Cas.	3,554	1,764	59.4
Farmers Mut.	3,308	1,965	44.4
Grange	3,160	1,405	53.4
Travelers	3,044	2,335	76.7
Hartford Fire	2,934	1,603	54.6
Hartford Acc.	2,925	1,286	43.9
General Acc.	2,703	1,231	45.5
Western Pacific	2,598	1,060	40.8
Pacific Indemn.	2,589	1,380	53.3
St. Paul F.&M.	2,469	1,032	41.7

Auto BI

	Premiums	Losses	Ratio
Allstate	3,731	2,439	65.3
State Farm Mut.	3,040	2,057	67.6
Farmers	2,899	1,618	55.8
General, Seattle	2,124	903	42.5
Northwestern Mut.	2,079	1,112	53.4
Safeco	1,713	863	50.3
United Pacific	1,556	749	48.1
Travelers	1,233	871	70.6
Hartford Acc.	1,165	655	56.2
General Acc.	759	434	57.1

Auto PDL

	Premiums	Losses	Ratio
Allstate	1,895	904	47.7
State Farm Mut.	1,636	1,038	63.4
Farmers	1,561	893	57.2
General, Seattle	1,216	476	39.1
Northwestern Mut.	1,078	485	44.9
United Pacific	911	393	43.1
Safeco	839	377	44.9
Hartford Acc.	642	320	49.8
Farmers Mut.	632	385	60.9
Travelers Indemn.	580	241	41.5

Auto Physical Damage

	Premiums	Losses	Ratio
State Farm Mut.	2,959	1,493	50.4
Allstate	2,909	1,254	43.1
Farmers	2,547	1,433	56.2
Motors	1,924	1,140	59.2
Northwestern Mut.	1,535	594	38.6
General, Seattle	1,416	535	37.7
Safeco	1,304	542	41.5
United Pacific	1,089	459	44.9
Hartford Fire	867	421	48.5
Travelers Indemn.	766	352	45.9

Fire

	Premiums	Losses	Ratio
General, Seattle	3,895	1,163	29.8
Northwestern Mut.	2,473	1,080	43.6
Hartford	1,143	658	57.5
Aetna Fire	926	607	65.5
Oregon Mut.	794	243	30.6
Grange	752	285	37.8
Home	725	256	35.3
Fireman's Fund	687	236	41.6
United Pacific	594	325	54.7
Continental	581	290	49.9

Mich. Field Men To Meet

Members of Michigan Capital Stock Ins. Assn. will meet at Detroit May 3 to hear talks by Ronald Butler, assistant manager, and Robert Green, director of audits of Michigan Inspection Bureau, on the 1959 homeowners policy schedule.

The luncheon will be a public relations affair at which the film "A World-Wide Insurance Venture," prepared by American Foreign Ins. Assn., will be shown.

International Automobile Exchange of Indianapolis, has been admitted in Illinois.

Leaders Are Given 1959 Oregon Volume

Leaders Are Given

The accompanying tables show the top 20 property and casualty volume leaders for all lines and the first 10 for auto BI, auto PDL, auto physical damage and fire. All figures were compiled from page 14 of the annual statements as submitted to the Oregon department. All figures are in thousands.

All Lines

	Premiums	Losses	Ratio
Oregon Auto.	6,266	3,265	52
General, Seattle	6,211	2,251	36
State Farm Mut.	6,188	3,793	61
Farmers Exch.	5,508	3,435	62
Allstate	5,275	2,795	52
Employers Mut. Liab.	4,290	2,891	67
Northwestern Mut.	3,656	1,697	46
Fireman's Fund	3,321	1,508	41
Oregon Mut.	2,895	2,031	70
St. Paul F.&M.	2,862	1,132	38
United Pacific	2,642	1,314	49
Truck Exchange	2,614	1,656	62
Continental Cas.	2,178	1,308	60
Hartford Accident	2,164	960	44
Safeco	2,108	963	45
Aetna Casualty	1,971	1,031	52
Pacific Indemn.	1,880	973	51
Glens Falls	1,772	915	51
Firemens	1,763	1,309	74
	1,750	1,057	60

Auto BI

	Premiums	Losses	Ratio
Allstate	2,428	1,586	63
Oregon Auto.	2,319	1,379	58
State Farm Mut.	2,197	1,514	69
Farmers	2,195	1,452	52
Hartford	1,126	590	51
General, Seattle	1,084	317	31
Safeco	1,016	540	53
Truck Exchange	913	464	50
Northwestern Mut.	816	496	60
United Pacific	654	375	57

Auto PDL

	Premiums	Losses	Ratio
State Farm Mut.	1,183	706	59
Farmers	1,182	574	48
Oregon Auto.	981	532	54
Allstate	961	414	43
General, Seattle	537	267	49
Safeco	484	227	46
Northwestern Mut.	344	140	40
United Pacific	312	146	46

Auto Physical Damage

	Premiums	Losses	Ratio
State Farm Mut.	2,764	1,551	56
Farmers	1,566	941	60
Oregon Auto.	1,497	684	45
Allstate	1,455	577	39
Motors	1,448	876	64
Premier	979	597	60
Truck Exch.	684	551	60.5
General, Seattle	680	262	38.5
Safeco	663	250	37
Hartford Fire	625	322	51.5

Fire

	Premiums	Losses	Ratio
General, Seattle	1,781	695	39.0
Oregon Mut.	1,752	892	50.8
Northwestern Mut.	1,269	447	35.2
Lumbermen's Und. All.	857	391	45.6
Northern, N.Y.	777	299	33.4
Hanover	657	609	25.2
Hartford Fire	628	280	44.5
Firemens	564	281	40.5
Home	538	276	51.3
St. Paul F.&M.	523	205	39.1

Auto BI, PDL Rate Hike By Mutuals In 3 States

Mutual Insurance Rating Bureau has revised automobile BI and PDL rates in three states, effective April 20. Private passenger rates are increased 3.4% in Oregon, 5.4% in Washington and 13.5% in Wyoming.

Commercial car rates are increased 12.8% in Oregon, 9% in Washington and 4.6% in Wyoming. Garage risk rates are increased 3.8% in Oregon and 15.9% in Washington, with no change in Wyoming.

Named In Tenn. By Hanover

Hanover has appointed E. T. Gaither Tennessee state agent with headquarters at Nashville. He succeeds Ray F. Whitt who has entered the agency business.

Chic... Capti... Analy... A capti... operation's a necessary profit led... Ameri... town, to... cargo cha... Insurance... In an... wholly o... corporation—Mr. could m... While th... generally a... markets, c... which th... fire, inla... chinery. ... has been ma... said. Captiv... Reiss sta... in 1928. company formed v... secret of it is ab... however, form one... Three... may be f... stock. The bulk... stated. T... one par... become, scrib... Be Sy... Problem Under... Advice to... man in membe... Forum a... cago. Autho... L. L. Ph... America... gested t... importan... The age... so impor... The age... promptl... been de... Mr. F... adopt a p... thing ca... proven o... Wrong... The f... compilat... 15 issue... actually... linois. premium... losses po...

Chicago Buyers Hear Captive Companies Analyzed And Praised

A captive company changes a corporation's insurance department from a necessary evil to a completely satisfactory subsidiary—complete with profit ledger, F. M. Reiss, president of American Risk Management, Youngstown, told the April meeting of Chicago chapter of American Society of Insurance Management.

In an interesting discussion of captive companies—those which are wholly owned subsidiaries of a corporation and insure only that corporation—Mr. Reiss said their formation could mean many tax advantages. While they often insure risks not generally acceptable to usual insurance markets, their greatest area of success comes through insuring lines over which they have some control, such as fire, inland marine and boiler and machinery. A "spectacular unsucces" has been noted when an attempt has been made to insure auto liability, he said.

Captive companies are not new, Mr. Reiss stated. The oldest was formed in 1928. There is only one captive company writing life, and that was formed within the past year. The secret of a captive company's success is its ability to buy its reinsurance at attractive rates and in good markets. A reinsurance program, however, must be exactly suited to the company; a superimposed program will inevitably fail.

The location of the captive company is important, Mr. Reiss said. The states have various capitalization and surplus laws which must be analyzed. Illinois is a favorable state in which to form a captive company since it has no premium taxes. In New York, however, it is almost impossible to form one because of local laws.

Three types of captive companies may be formed: mutual, reciprocal and stock. The latter category accounts for the bulk of such companies, Mr. Reiss stated. They need not be owned by only one parent company and they may become, as some are, members or subscribers to rating bureaus.

Be Sympathetic To Agents' Problems, Illinois A&S Underwriters Are Advised

Advice to "use a wee bit of imagination to recognize the problems of the man in the field" was imparted to members of Illinois A&S Underwriters Forum at its April meeting at Chicago.

Author of this recommendation was L. L. Phelps, vice-president of North American Life of Chicago, who suggested that underwriters "should recognize that the agent is a very important part of our team."

Adverse action, he said, often is not so important as delaying information. The agent wants and is entitled to prompt information on why a risk has been declined.

Mr. Phelps urged underwriters to adopt a policy of positivity—that something can be done unless it has been proven otherwise.

Wrong Home Mutual In Figures

The figures shown in the Illinois compilation for auto PHD in the April 15 issue for Home Mutual, Wis., were actually those of Home Mutual of Illinois. The figures were \$285,730 premiums written and \$130,892 direct losses paid.

Chicago Fire Examiners' Assn. Elects; Hears Talk On Crime By Virgil Peterson



Head table dignitaries and new officers at election night of Assn. of Fire Insurance Examiners of Chicago. From left: Victor M. Hammond, Great American, treasurer; Henry J. Zielinski, Hartford Fire, secretary; Charles P. Peck, National Fire, a past president and currently a director; Virgil W. Peterson, operating director Chicago Crime Commission, the speaker; Robert A. Nordstrom, Atlantic Mutual group, president; John A. Delort, vice-president, and George Struble and Herbert E. Mase, both of Fireman's Fund and both past presidents.

Amid the blare of toy horns, the blowing of whistles, snake dances and spirited campaign oratory, the "Blue" ticket of Assn. of Fire Insurance Examiners of Chicago swept the opposition before it in the annual election last week. As a matter of fact, it wasn't exactly that way—the "Red" ticket (which looked like it could have won hands down) conceded.

The spontaneity and color of the examiners' election night always comes as a surprise to the uninitiated, since the association's other meetings during the year are not marked by the unusual any more than any other insurance gathering. It has long been customary, however, for the selection men to make a big thing of the pre-election campaigning, just as it is also customary for one ticket to concede, regardless of its chances.

The new president is Robert A. Nordstrom of Atlantic Mutual group. He has already had some on-the-job training, since he has been serving as acting president for the man he succeeded—Leonard H. Brooks of Standard Accident, who was transferred to Detroit.

Other officers named were John A. Delort, America Fore Loyalty group, vice-president; Henry J. Zielinski, Hartford Fire, secretary, and Victor M. Hammond, Great American, treasurer.

Guest speaker was Virgil W. Peterson, operating director Chicago Crime Commission. He discussed the growth of crime statistics on a nationwide basis, as well as the current police scandal in Chicago, ending on a highly optimistic note as to the future outlook for Chicago.

General Of Seattle Holds Company-Wide Sales Rally

More than 400 employees of General of Seattle group attended the first company-wide sales meeting in more than 25 years this month in Seattle.

President W. L. Campbell in the concluding speech, voiced optimism in the decade ahead. The sales and business development department, headed by F. M. Robbins, vice-president, was in charge of the meeting, which was directed by S. B. McLean, director of sales.

Fourteen of the 48 employees who attended the group's first sales meeting in 1935 were among those at the most recent gathering.

Tex. Fire Hearing May 10

The Texas department has scheduled a public hearing May 10 at Austin to consider revisions in fire, wind and EC rates and rules, forms, etc. and all other matters pertaining to fire and allied lines.

Pays 30% Of Gross To Have Air Insurance Machine In Twin Cities

MINNEAPOLIS—The Metropolitan Airport Commission, which operates Wold-Chamberlain airport in the Twin Cities, has awarded the travel insurance machine concession to Associated Aviation Underwriters, which offered to turn over 30% of the gross proceeds from the machines to MAC.

This was the highest of three bids, the other two being Tele-Trip Co., Washington, and Airport Sales Corp., Jamaica, N. Y. Each of these offered to turn over 13% of its gross. A motion was made to reject all three bids on the grounds that two of the bids did not meet specifications but the contract was awarded after the commission attorney ruled the omissions not material.

This ended a year of juggling over the travel insurance machine contract.

Defendants Win 8 Of 14 Jury Decisions In Chicago

Defendants won eight of 14 decisions handed down by juries hearing personal injury cases last week in Chicago. The six decisions for plaintiffs produced damage awards totaling \$90,725. The 14 plaintiffs had asked \$251,750.

The statistics are gathered by Cook County Jury Verdict Reporter, which covers personal injury cases in all Chicago courts.

The largest verdict last week was \$42,750 in a railroad case. The final demand of this plaintiff was \$35,000. Another plaintiff made a final demand of \$17,500 and was awarded \$25,000 for the loss of a finger and injury to other fingers when an electric fan fell on him.

N. Y. Financing Bill Set

Gov. Rockefeller has signed the New York premium financing bill which licenses and regulates the business of financing fire and casualty premiums, effective July 1.

REINSURANCE

FRANK BURNS INC.

STUART BUILDING SEATTLE, WASHINGTON

U.S. & FOREIGN MANAGEMENT, LTD.

REINSURANCE INTERMEDIARIES

99 John Street
NEW YORK 38, N. Y.

533 N. Atlantic Ave.
DAYTONA BEACH, FLA.

Changes In N. Y. AR Plan Assailed At Department Hearing

(CONTINUED FROM PAGE 1)
he charged racial discrimination by insurers against many members of his group, as well as thousands of others. These racial groups go into the AR plan automatically, he asserted.

Asks Opportunity To Reply

James B. Donovan, counsel to the governing board of the plan, asked for an opportunity to reply to what he termed "these misleading allegations,"

but was restrained by Newell Alford Jr., deputy superintendent, who conducted the hearing.

Thereupon, William Leslie Jr., general manager of National Bureau, called a press conference in another room while the main hearing continued. Mr. Leslie pointed out that in New York City the population of the AR plan, based on a study of 1,200 policies, is 61% white, 26% Negro, and 13% Puerto Rican. The general popu-

lation is 61% white, 21% Negro and 16% Puerto Rican, with 1.2% distributed among other groups. Mr. DeLury and his colleagues turned up at the impromptu press session and repeated their charges.

Before this discrimination fracas, the meeting had proceeded quietly, after Mr. Alford opened the proceedings with a statement from the department. He emphasized that Superintendent Thacher is charged with representing the public interest in passing upon the proposed changes and that Mr. Thacher intends to fulfill that duty. Mr. Alford recalled that Mr. Thacher had definitely expressed opposition earlier this year to surcharges on clean risks—now one of the proposed changes.

Insurer Views

Mr. Donovan introduced those who gave statements on behalf of the governing board of the AR plan. George J. Schepens, manager of the plan, spoke first and asserted it was unfair to expect insurers to absorb the staggering losses of AR insured or to expect the deficit to come out of the pockets of all New York motorists. Under the graded surcharges with penalty points, driving records will have an immediate effect on insurance costs, and the result will unquestionably be an increase in safety consciousness, he stated.

Mr. Leslie then took the platform and, supported by impressive visual chart aids prepared by Insurance Information Institute, advocated the proposed changes. He said they would depopulate the plan, or at least halt its rapid growth; in addition, they would remove the worst drivers from the road and would equitably distribute the costs of the plan by passing claim costs to bad drivers.

From 1955 through 1959, Mr. Leslie said, AR claims exceeded premiums by almost \$100 million. This deficit does not include the overhead costs of the companies.

Mr. Leslie pointed out on his charts the claims records of three different groups of New York motorists. Risks insured voluntarily have a record of 5.6 BI claims per 100 cars. Clean risks in the AR plan incur 22.1 BI claims per 100 cars. Surcharged risks in the plan average 21 BI claims per 100 cars—less than the clean risks.

Other Considerations

For each \$1 of premium on private passenger cars in the plan in 1958, claims paid or payable came to \$1.97 on clean risks and \$1.54 for the surcharged group. It is reasonable that the clean risks pay a minimum surcharge of 10%, he suggested, and that when one of them creates a record, he be surcharged commensurate with his involvement.

The 10% clean risk surcharge would spur insured to seek coverage in the voluntary market in the occasional cases where they are placed in the plan without their knowledge, Mr. Leslie observed.

Charles Robuck, assistant secretary of National Assn. of Independent Insurers, speaking for the governing board, commended the proposal that would give insurers double premium credit against their assigned risk quotas for class 2 risks voluntarily written. He said that the entire business has been concerned about the upsurge of youthful male drivers being assigned. The double credit would give insurers a strong incentive to write as much desirable class 2 busi-

ness as they can attract in the private market.

One of the most cogent presentations of the day was made by Samson Merriam, of Lafayette National Bank of Brooklyn, long a leading premium financing institution. Mr. Merriam focused on the proposal that with each private passenger application the full annual premium must be paid, instead of 30% as at present. This would result in an application going to a bank, to make arrangements for full financing on a "nebulous basis." The note would be undated, the application unassigned to a particular company, and the situation in general would defy all the laws as well as the practical aspects of financing, Mr. Merriam observed.

His formal presentation was curtailed by Mr. Alford, who wished others to be heard, but Mr. Merriam, when privately queried, further pointed out that the proposed surcharges based on penalty points would also distort any financing arrangement, due to shifting premium charges.

Mr. DeLury, in addition to his allegation of discrimination, said that if the insurance business seeks surcharges on a point system, it must also grant rate reductions for drivers with good records. He said that if the problem facing the state can't be solved within the AR plan, consideration must be given to a state fund, as in workmen's compensation, or to a separate insurer facility set up by the state. He called for a searching investigation of the "discriminatory practices of the insurance business," and said that as a member of the Queens county division of the state anti-discrimination commission he would move for such a query.

Joseph Murphy, who is a broker,

SELECT FIRE AND CASUALTY POSITIONS

East	Fire Adm. Mgr.	\$11,000
Ohio	Cas. Methods Mgr.	\$ 9,500
East	Cas. Clms. Exam.	\$ 8,500
M. West	Mult. Line Supv.	\$ 8,500
N. Eng.	Sr. Cas. Undr.	\$ 8,000
M. West	Mult. L. Spec. Agt.	\$ 7,500
M. West	Bond Undr.	\$ 7,200

Listings typical of Life—A & H—Fire—Cas. liability openings in all sections of the country. For our brochure "HOW WE OPERATE" fill in and mail the coupon below. All inquiries confidential.

PLEASE SEND ME YOUR BROCHURE

"HOW WE OPERATE"

NAME _____

ADDRESS _____

CITY-STATE _____

N.

FERGASON PERSONNEL

INSURANCE PERSONNEL EXCLUSIVELY
330 S. Wells Chicago 6, Illinois
Harrison 7-9040

AMUSEMENT PARKS TRAVELING CARNIVALS



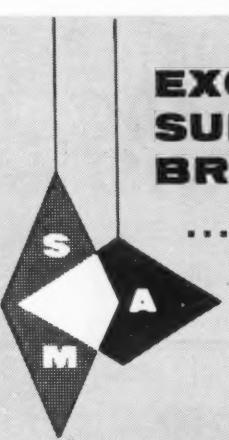
Whatever the risk . . . fireworks displays, riding stables, auto racing spectators' coverage, swimming pools, go-cart spectator or amusement devices, picnic groves, golf driving ranges, dance halls, roller rinks, rodeos, circuses, camps, dram shop (Illinois and Minnesota), excess automobile liability (private passenger and commercial), physical damage coverage . . .

if it's hard-to-place . . .

KURT HITKE & COMPANY, INC.

175 W. Jackson Blvd. Chicago 4, Ill.
1401 Peachtree St. N.E. Atlanta, Ga.
693 N.E. 79th St. Miami 38, Fla.

430 N. Fifth Street Springfield, Ill.
601 Munsey Bldg. Baltimore, Md.



EXCESS SURPLUS BROKERS

..... inquire about
exclusive representation
in your area

South America Managers, Inc.

**3 Penn Center Plaza
Philadelphia 2, Penn.
Locust 8-7730 • TWX-PH 1257**

but who
capacity,
York cou
That gre
plight o
said, and
done a a
However,
lieve in
record. I
because o
area pro
writing b
Companies

Increas
plan will
and less
reduction
plan will
business
Murphy a
solve its
the small
the AR
Murphy a
insurers
ducers.

The bu
the prob
creation
warned.
another,
vate aut
is getting
highway,

State Fun

Arnold
Hults, n
realistica
that unit
bility—a
posed ch
secretary
mobile A
ed motor
to the ne
cally ass
charge a
point sy
traffic a
dearth o
tions as r

The en
Powers' p
ported b
try. Josep
Democra
ate, point
of i
ers thro
rates. M
are adeq
The or
was to l
ance but
ing com
Zaretski
WC fun
to write
uninsur
WC risk
try to
he noted
state fun
tinued. I
AR prop
of busine
of their r

Broker F

C. Jos
York Sta
and Gre
urged co
AR com
fantastic
individual
question

He ex
surchar
urged el
under th

XUM

but who was not testifying in that capacity, spoke in behalf of the New York county Republican committee. That group is sympathetic to the plight of the casualty companies, he said, and grants that the AR plan has done a good job in many respects. However, the committee does not believe in penalizing drivers without a record. It opposes any discrimination because of race or residence within an area proscribed for voluntary underwriting by insurers.

Companies Will Accept Less

Increases in charges under the AR plan will lead companies to accept less and less business at normal rates, and reduction in commissions under the plan will also curtail acceptance of business through normal channels, Mr. Murphy asserted. The business cannot solve its problems at the expense of the small producer. One of the reasons the AR plan has mushroomed, Mr. Murphy said, is the lack of interest of insurers in the business of small producers.

The business must find a solution to the problem, or await the inevitable creation of a state fund, Mr. Murphy warned. One state fund will create another, and mark the end of the private auto business. The real answer is getting incorrigible drivers off the highway, Mr. Murphy concluded.

State Fund Prospect

Arnold W. Wise, counsel to William Hults, motor vehicle commissioner, realistically outlined the limitations of that unit in dealing with drivers' eligibility—a consideration under the proposed changes. Charles E. Powers, secretary of New York State Automobile Assn., comprised of 22 affiliated motor clubs, expressed opposition to the new AR proposals. He specifically assailed the 10% clean risk surcharge and the contemplated penalty point system, asserting that leading traffic authorities say there is a dearth of reliable statistics on convictions as related to accidents.

The entire set of proposals, in Mr. Powers' view, is premature, unsupported by evidence, unfair, and arbitrary.

Joseph Zaretsky of New York City, Democratic leader of the state senate, pointed out that it is not the function of insurers to punish poor drivers through the medium of higher rates. Motor vehicle and penal laws are adequate for that purpose.

The original purpose of the AR plan was to keep the state out of insurance but this intention of the sponsoring companies is threatened. Mr. Zaretsky recalled the creating of the WC fund because of insurers' failure to write certain risks they considered uninsurable. Over the years, these WC risks have proved profitable, contrary to the companies' expectations, he noted. Now there is a threat of a state fund for auto, Mr. Zaretsky continued. He urged proponents of the AR proposals not to put producers out of business and not to deprive drivers of their rights.

Broker Position

C. Joseph Danahy, counsel of New York State Assn. of Insurance Agents and Greater New York Brokers Assn., urged continuance of the present 10% AR commissions. He said it would be fantastic for producers to negotiate individually with companies on this question.

He expressed complete opposition to surcharges. On the positive side, he urged elimination of limits of 10/25/5 under the plan, and said that limits

should coincide with those written voluntarily.

A touch of comic relief mingled with shrewd observations on the 10% commission question, was provided by Joseph E. Lewis, Long Island City broker, who described the frustrations of a producer in handling AR business. He brought the house down with his description of the frantic activities he goes through to earn a paltry 10%. Mr. Lewis described the proposed changes as bizarre. He brought his exhortation to a close with a patriotic quotation from George Washington which he used to castigate the proposals: "To Bigotry—No Sanction; To Persecution—No Assistance."

Next Will Stress Details

Mr. Alford, who had a busier day than the ringmaster at the circus currently playing further uptown in New York, stressed that the hearing had concerned itself with the general aspects of the AR problem. The next hearing on May 4 will deal with details of the changes, he said. At no point did Mr. Alford indicate that the department has been sold on the governing board's submitted suggestions.

Pacific Indemnity Peace Pact With Cal. Agents Goes Smoothly

Pacific Indemnity has completed supplementary negotiations under the agreement providing for release of the anti-trust action brought against it by certain California agents.

Of the 55 agents affected, only one made demand on the company for reimbursement of costs under terms of the settlement agreement. The amount involved in this demand is indicated as approximately \$18.

Commenting on the settlement, President C. R. Herda of Pacific Indemnity said, "We are pleased with the fine reception accorded us by our agents as well as their very cooperative attitude during the amicable conclusion of this affair. The conduct of these negotiations has certainly confirmed our previously stated opinion that differences between companies and agents can best be resolved—and should be resolved—around the conference table rather than in a courtroom."

The anti-trust action was brought

by California Assn. of Insurance Agents through an offshoot organization, California League of Independent Insurance Producers (CLIP), against seven auto insurers which allegedly reduced commissions in violation of the federal statutes. The agents sued four bureau companies, Fireman's Fund, United Pacific and Pacific Indemnity.

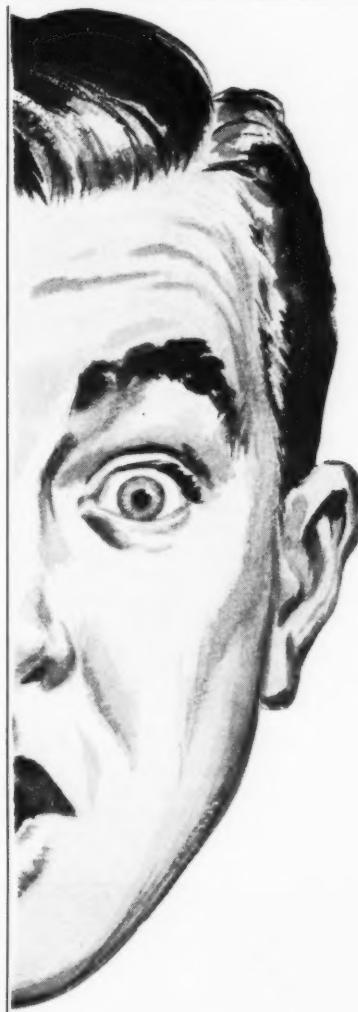
Counter Suit Filed

The bureau companies and Fireman's Fund have filed a counter suit accusing the agents of conspiracy to charge excessive insurance rates and obtain unjustifiable commissions. United Pacific has not filed in this action.

Auto Merit Rating Headed For Filing In Maryland

National Bureau and National Automobile Underwriters Assn. plan to file a low-cost private passenger car policy and the safe driver plan in Maryland.

Maryland Assn. of Insurance Agents has been strongly urging adoption of the safe driver plan.



HEARD THE NEWS ABOUT GEO. F. BROWN & SONS?

**they're offering
an excess auto plan
for assigned risks...
at competitive rates!**

Just in time, too! With court awards continuing to exceed minimum legal limits, your clients can't afford to be under insured.

Higher liability limits are available at favorable rates.

**Arrange this excess coverage for
your insureds through our
facilities.**

**See or write us now for further
information or applications!**



GEO. F. BROWN & SONS, INC.
175 West Jackson Blvd. • Chicago 4 • WAbash 2-4280

Tex. Agents' Austin Annual, May 19-21, Features 2 Panels

Two panel sessions—one on agency management and the other on the revised homeowners—will be featured at the annual meeting of Texas Assn. of Insurance Agents, May 19-21, at the Stephen F. Austin Hotel, Austin.

A pre-convention, all morning meeting will be held by the local association officers on the first day with the first general session getting under way after luncheon. With M. J. Mittenthal, Dallas, moderating, the agency management clinic will have as panel members J. D. Perry Jr., Abilene; John K. Boyce Jr., Amarillo; Blake Johnson Jr., Breckenridge; Oren H. Soules, Conroe; Dwight W. Sleeper, Dallas; W. E. Whitsitt, McAllen; G. E. Byrne, Marshall; Josh R. Morris Jr., Texarkana; Robert D. Bergman, Weatherford, and Louie F. Worthing Jr., Wharton.

Recognition of past presidents starts off the Friday morning session. Four addresses are scheduled next: Henry D. Mason, Wichita Falls, the association's president; Robert W. Strain, Texas department; Paul H. Jones, Tucson, president NAIA, and George

L. Hampton Jr., vice-president Phoenix of Hartford companies. The afternoon features the annual election and committee chairmen reports.

The final session on Saturday morning starts off with a film, "Solid Selling," presented by Norris W. Parker, manager Texas Insurance Advisory Assn. J. Carroll Bateman, general manager Insurance Information Institute, will then address the convention. A panel on the revised homeowners program, James L. Curl, Temple, moderating, closes this final session. Panel members are Scott R. Galbreath, Lake Jackson, and William E. Larmer, Lubbock, both members of TAIA's property insurance committee; Angus McDonald and G. J. Jones, both of the Texas department; Robert G. Bezuqua, agency superintendent Hartford Fire, Dallas, and Victor Huvelle, American General, Houston.

Special events for registrants include a breakfast on Friday sponsored by Gulf of Dallas and Atlantic; a luncheon and style show for the ladies, and the annual banquet and dance.

Adjuster Opens Panama Office

Thomas M. McElveen & Sons, international adjuster in Miami, has opened an office at Panama with Robert W. Shell as manager. The office

will service Panama, the Canal Zone, Costa Rica, Nicaragua and part of Colombia and Ecuador. The adjustment firm also has offices at Guatemala and Bogota, Colombia. Mr. Shell has had experience with Hartford Fire and with the A. W. Shell general agency of Cincinnati.

Home Makes Several Changes At Chicago

Home has appointed Tilford G. Webster, resident secretary at Chicago, administrator of the Chicago metropolitan office. Konrad Porter, assistant manager, has been made production manager there, and David E. Bopp, marine manager, becomes manager in charge of fire and marine operations.

Mr. Webster joined Home in 1926 and has had extensive field and administrative experience. He was manager of the Chicago metropolitan and service departments until appointed resident secretary in 1958.

Mr. Porter joined the company at Pittsburgh in 1949 as manager of Home Indemnity. In 1954 he was transferred to Chicago as assistant manager of Home.

Mr. Bopp went with Home as a marine special agent in 1944. He was made marine manager at Chicago in 1956.

Aetna Casualty Raises Johnson On West Coast

Aetna Casualty has advanced Donald M. Johnson from manager to general manager at Los Angeles. Mr. Johnson joined the company at Los Angeles in 1946, was advanced to superintendent of the agency department in 1952 and to manager in 1956. He is president of Casualty Insurance Assn. of Southern California.

National Fire Names Ferguson In NW Ohio

Donald G. Ferguson has been appointed fire, marine, and multiple peril special agent of Continental-National group, in northwestern Ohio, with headquarters at Toledo. Since 1956 Mr. Ferguson has traveled this territory as a special agent for Fireman's Fund.

Associated with Mr. Ferguson at Toledo are State Agent W. H. Grigsby and Special Agent C. E. Reeder.

Miss Lillian Stickle, formerly with the Ohio insurance department, has been appointed manager at Columbus of the W. N. Gates Co., Cleveland advertising agency specializing in insurance.

Seely Retires, Hayes Western Head Of C.&F.

William A. Seely, vice-president in charge of the western department of Crum & Forster group, retired last week after 42 years with the companies. His successor is Robert R. Hayes general manager.

Mr. Seely started his insurance career in 1910 in Iowa with the old Hawkeye & Des Moines. He joined Crum & Forster in 1918 and went to the western department as manager in 1949, succeeding the late Fred M. Gund. He was made vice-president in 1956. Among his business activities have been executive positions with Western Underwriters Assn., Crop-Hail Insurance Actuarial Assn., Factory Insurance Assn., Underwritten Adjusting, Underwriters Salvage, Underwriters Grain Assn., Underwritten Service Assn. and Farm Underwritten Assn.

Has Long Service

Mr. Hayes has been with Crum & Forster since he graduated from college 28 years ago, and had experience in the field and head office before going to the western department. His assistants will be C. G. Thro, senior assistant manager, and R. H. Gregg, R. M. Wilcox and R. L. Stewart, assistant managers.

Mr. Seely was guest of honor at luncheon last week at the Freeport Country Club at which the officials of the western department and from the head office attended, including W. C. Ridgway, president; A. L. Ross, chairman; T. T. Grimson, executive vice-president, and R. F. Hill and C. A. Kirkland, vice-presidents.

Rocky Mountain Conference Agenda Ready For May 6

Rocky Mountain Territorial Conference will have a one-day meeting May 6 in Denver.

The company contact committee will give its report to open the business session, and the remainder of the morning program will be a panel on "Progressive Professionalization." Rush Carter, vice-president and western manager of Aetna Fire, will be the luncheon speaker. He is chairman of the midwest advisory committee of Inter-Regional Insurance Conference, and he will talk on how IRIC will work with Rocky Mountain Territorial Conference.

In the afternoon, merit and safe driver auto plans will be discussed by a panel.

Reinsurance Brokers

EXCLUSIVELY

More than a quarter century of constant progress and growth through unexcelled personalized service to insurance companies.

**FIRE • WINDSTORM
HAIL • AUTOMOBILE
CASUALTY • BONDS
MARINE • LIFE
ACCIDENT AND HEALTH**

A. E. STRUDWICK CO.

MINNEAPOLIS OFFICE

A. E. STRUDWICK	W. H. KERN	J. A. BIRKLAND
R. F. O'CONNOR	J. L. KING	M. D. MELBOSTAD
810 Baker Bldg., Minneapolis 2, Minnesota		

CHICAGO OFFICE

J. C. KUNCHES	H. A. GOETZ
208 So. La Salle St., Chicago 4, Illinois	

"REINFORCE"

... means "to strengthen with new force, assistance or support."

If you sell insurance for a living, you can reinforce your facilities through our markets and retain the risks your regular sources are unable to accept.

Your inquiries will be answered promptly and completely.

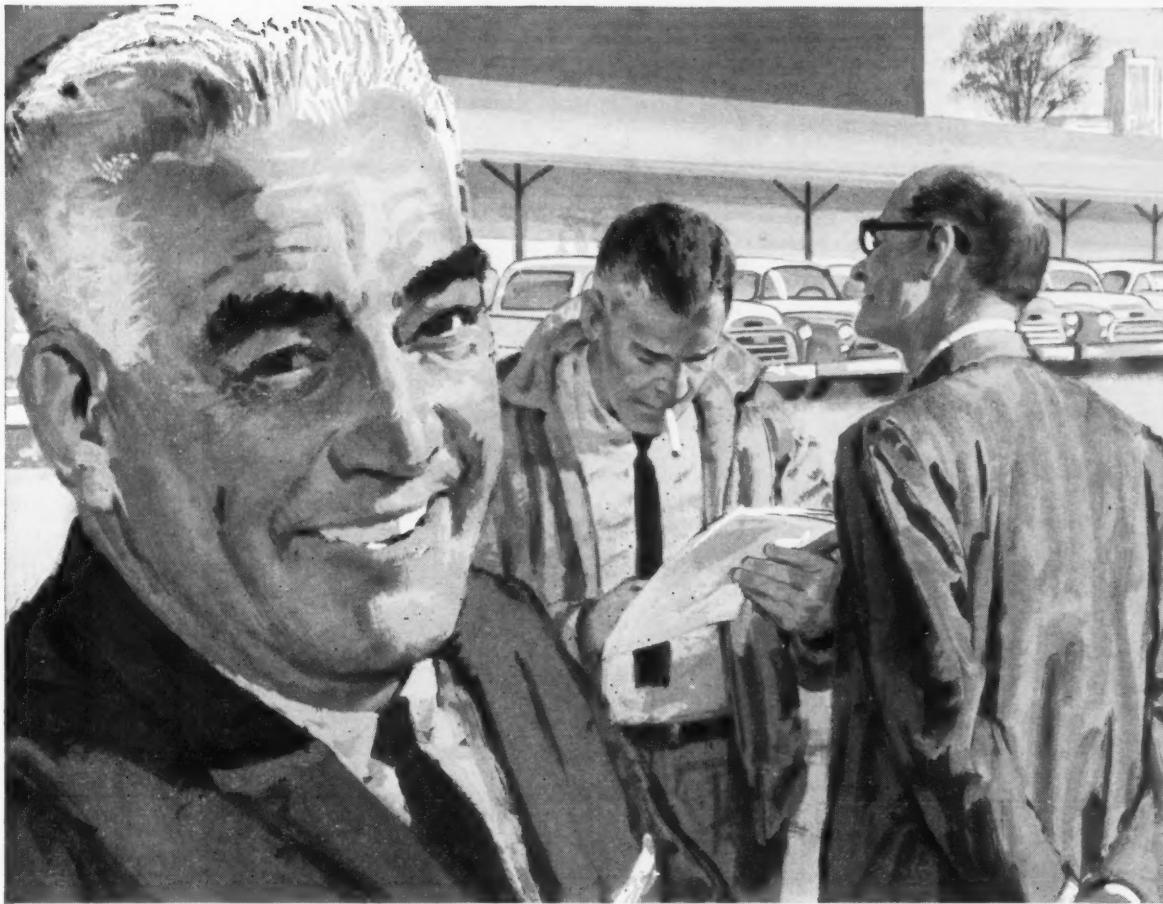
Vickery, Hoyt and Graham, Inc.

LLOYD'S AND SPECIAL MARKETS

A-903, 175 W. Jackson Blvd. • Chicago 4, Ill. • Wabash 2-2862



INSURANCE



"Here's how I made sure I held one of my best accounts!"

by a Tennessee insurance agent

"When you have good accounts, you can be sure of one thing—competition! And this year I knew it would be tougher than ever to hold one of my larger accounts. So I began making plans long before renewal time.

"I called in Bob Gulgusky, Special Agent for *The American* and told him the story. The first thing Bob did was to initiate preliminary underwriting and engineering surveys and then turned his findings over to the Branch Office at Nashville.

"In short order, Casualty Manager Bill Watson worked up a 3-year Retrospective Rating Plan D proposal covering Auto Fleet Liability, General Liability and Workmen's Comp. It was tailor-made for my client—gave him a solid protection program, plus potential premium savings in the future. And when the three of us presented our proposal, after we made some changes—on the spot—the client bought it!

"I had just taken *The American* into my office a few months before this because of their multiple-line facilities—and when they helped me save this \$40,000 account, they certainly proved themselves to me!"

You, too, can help yourself to extra income by taking advantage of *The American's* fine reputation, multiple line facilities and excellent branch office services . . . offering authoritative underwriting, prompt policy-writing, expert engineering, premium auditing and speedy claim attention. Contact your closest branch office. Let us prove to you that *The American* means business . . . MORE BUSINESS FOR YOU.

THE AMERICAN INSURANCE GROUP

NEWARK 1, NEW JERSEY
The American Insurance Company • American Automobile Insurance Company • Associated Indemnity Corporation

ACCIDENT & HEALTH • AUTOMOBILE • BONDS • BURGLARY • FIRE & ALLIED LINES • GENERAL LIABILITY
GLASS • INLAND & OCEAN MARINE • MULTIPLE PERIL • WORKMEN'S COMPENSATION

Hartford Fire Elects 6 Officers; DeVore, Stout To Secretaries

Hartford Fire has elected Robert B. DeVore and Edward B. Stout Jr., secretaries, and Breckenridge T. E. Stoddart assistant secretary. Thomas A. Shannon, Edward F. Lindeman and A. Edmund Teller have been elected assistant treasurers of Hartford Fire and Hartford Accident.

Mr. DeVore and Mr. Stout are secretaries of Hartford Accident and are

with the agency department. Mr. DeVore joined Hartford Accident in 1926 and was special agent in Philadelphia, New York and at Detroit. He was named manager at Cincinnati in 1940 and elected secretary in 1950.

Mr. Stout, with the company more than 20 years, was special agent at Louisville and Nashville before being transferred to the agency department at the home office. He was named secretary of Hartford Accident last October.

Mr. Stoddart joined New York Underwriters in 1939, was elected assist-

ant secretary in 1954, and secretary of that company in 1957. He will be transferred to the home office.

Mr. Shannon joined Hartford Fire in 1929, Mr. Tuller in 1941, and Mr. Lindeman in 1952.

The **A. L. Carr Agency** is moving its offices into larger quarters at 16 East 40th Street, New York, where it will occupy the entire ninth floor. It will maintain a service office at Brooklyn at 26 Court Street. It represents a number of multiple line companies and specializes in surety.

State Farm President Blasts Tex. Compulsory Auto Merit-Rate Plan

President Edward B. Rust of State Farm Mutual Auto described the Texas compulsory insurance merit-ratio plan for auto "costly and inequitable in a statement handed to the press at Houston."

Mr. Rust said the plan "will mean very little in savings for anyone, and much higher rates for those who go penalties, often for accidents which are no fault of their own."

The major weakness in the Texas plan, he said, is that it is mandatory and there is no competition, leaving the public and the companies without choice. "We are not opposed to merit-rating as such; indeed, it exists in a number of other states. We only insist that such plans should withstand the test of the marketplace, where the consumer—not the state—decides which suits him best."

Mr. Rust urged the legislature to do away with the uniform rate law which requires all insurers to charge the same rates and issue the same policies.

He credited competition with improving insurance coverages and services. He said State Farm and other independents do not seek special advantages "but only the right to compete on the basis of merit." Pointing out that the two largest auto insurers are low-rate independent companies, Mr. Rust said "State Farm did not elect itself America's number-one auto insurer—the customer did, by exercising his right to choose from among a variety of companies, offering a variety of insurance at a variety of prices. He should have that right in Texas."

McKinney Named Chief Of N. Y. Fire Patrol

New York Board has appointed Henry J. McKinney chief of the New York Fire Patrol. He joined the patrol in 1927 and advanced to deputy chief in 1954.

Chief McKinney has been in charge of the fire patrol training school and has been prominently identified with fire department and fire prevention activities in New York.

John Nangle Jr. New President Of Utilities

Utilities of St. Louis has elected John J. Nangle, president, to the newly created office of chairman and raised John J. Nangle Jr., vice-president, to president.

Competitive Rates for Go Kart Liability

Amusement Parks
Traveling Carnivals
Concessionaires
Picnic Groves

Wm. K. O'Connor & Co.
53 West Jackson Blvd.
Chicago 4, Ill.
Harrison 7-1721

in every field,

It pays to deal with specialists



Fidelity and Deposit Company has specialized for 70 years in fidelity and surety bonds.

Age
Get
Agent
Insuran

Stafford
win P.
the met
mittee,
Memph
ance co
subject

Mr. V
the new
communi
motel I
Under
of parti
syndica
has ca
among
said. If
panies
its sha
cate po
compan
make u
be unf
concede

Proble
An o
"this v
syndic
previou
membe
consid
the sev
was n
change
largely
mendo
were b
membe
relative
being u
front f
These
about i
industry
many
but al
compan
blanket

Mr.
went o
present
ternal
insure
by a l
policies

FOR:

FOR:

Phone:

Write:

XUM

Agents Still Want FIA Policy Change; Get HO Pro Rata Cancellation Modified

Agents would still like to see Factory Insurance Assn.'s subscription policy changed so that companies on the risk would be jointly as well as severally liable, it was made clear in two committee reports to the national board of state directors during the mid-year meeting of National Assn. of Insurance Agents in Cincinnati.

Edwin P. Simon of Chicago, chairman of the metropolitan and large lines committee, and Stafford H. Warner of Memphis, head of the property insurance committee, both dealt with the subject in their reports.

Mr. Warner also reviewed some of the new developments in homeowners, commercial property forms, and a motel package.

Under the new FIA form, liability of participating companies forming the syndicate is several but not joint. This has caused a great deal of concern among agents everywhere, Mr. Simon said. If one or more participating companies found itself unable to meet its share of a loss insured by a syndicate policy, now that the other FIA companies are no longer bound to make up a deficit, the situation would be unfortunate, Mr. Simon said. He conceded that the possibility is remote.

Problem Long Studied

An official of the FIA stated that "this whole subject of the use of a syndicate policy as contrasted to the previous method of using policies of member companies has been under consideration for some time. Certainly, the several or joint liability feature was not the prime reason for the change. Rather, this whole matter was largely brought to a head by the tremendous amounts of liability which were being written under individual member companies' policies with a relatively few of the larger members being used almost exclusively to thus front for the association as a whole. These large amounts were brought about not only by the development in industry of large individual risks with many millions of dollars of liability, but also mergers between industrial companies, with resulting requests for blanket policies in very large amounts."

Mr. Simon said the FIA official went on to say that this situation had presented FIA and members many internal problems. At the same time, insureds and agents alike were troubled by a large increase in the number of policies, endorsements, etc., for these

large individual risks. Moreover, member companies at times became quite concerned over their responsibility accurately to measure their liability and to determine numerous hidden exposures brought about by the joint liability feature.

Furthermore the FIA executive pointed out, FIA officers possess full

authority to take immediate steps if the financial condition of any member becomes questionable.

Competitively Sound

FIA also noted that this change in no way represented any form of competitive weakness because risks insured under other similar plans are backed only by the policyholders' funds of those plans. Because of the tremendous financial resources of FIA companies the advantage is still very heavily in favor of FIA.

While agents may not be in com-

plete agreement with these views, Mr. Simon said, it appears that the syndicate policy is here to stay. This does not preclude the possibility of further action or revision. For this reason, both this and the NAIA's property insurance committee have maintained frequent contact with the officials of the FIA ever since this change was announced.

Apparently, FIA companies had been working on the syndicate policy several years, and already had committed themselves to its adoption when

(CONTINUED ON PAGE 23)



Stafford H. Warner



A. K. DODDS OF THE DODDS INSURANCE AGENCY, KIMBERLY, IDAHO, SAYS:

"\$150,000 agency in a town of 1400 people!... Sounds fantastic, even to me! But it's true, thanks to General, Safeco and Lifeco's better sales techniques, alert claims service and modern business methods. Any small town agent can succeed in a big way with General's backing!"

A. K. Dodds' market area may be small but his sales record is strictly big league. And he started from scratch only seven and a half years ago!

This General/Safeco/Lifeco success story isn't one of a kind. It's being repeated every day by small town agents all-over the country. Could this be your story too?

GENERAL/SAFECO/LIFECO INSURANCE COMPANIES OF AMERICA

HOME OFFICE: SEATTLE, WASH.

Division Offices: New York, Atlanta, St. Louis, Dallas, Denver, Los Angeles, San Francisco; Vancouver, Canada



GENERAL INSURANCE COMPANY OF AMERICA
General Insurance Bldg., Dept. 704, Seattle 5, Wash.
I want the GENERAL/SAFECO/LIFECO profit story!

Agency Name _____

Street _____

City _____ Zone _____ State _____

Signature _____

FOR: ACTUAL COMPANY POLICIES!
FOR: AMERICAN AND FOREIGN MARKETS
Arnold J.
FLEGENHEIMER
Inc.
EXCESS LINE BROKERS
Phone: PENNSYLVANIA 6-3242
Write: 421 7th Ave., New York City (1)

Usaform Opens New Office At Dallas

U. S. & Foreign Management Ltd., international reinsurance brokers with offices in New York City and Daytona Beach, Fla., has opened an office at 211 N. Ervay Building, Dallas.

The Dallas office will be under the supervision of Ray K. Davis and Peter L. Hassinger, vice-presidents who were previously at Daytona Beach. They have had long experience in primary company underwriting, as well



Ray K. Davis



P. L. Hassinger

as in reinsurance.

In addition to conducting a general charge.

reinsurance brokerage business with world wide facilities, the new office will offer reinsurance service with nationwide binding authority through Usaform's facultative reinsurance pool.

Stockholders of **Monarch of Ohio** have elected Joseph C. Kennedy a director. He is vice-president of Bankers Trust Co. of New York.

Loyalty group has opened a casualty claim office at Fargo, N. D., with Donald B. Barr chief adjuster in

Hartford Fire Names Magenheimer, Mauro

Henry W. Magenheimer has joined Hartford Fire as claims manager of the New York metropolitan department, and Albert P. Mauro has been named claims superintendent of the unit.

Mr. Magenheimer was formerly with American International Underwriters as claims manager. Before that he was for 20 years an adjuster with Appleton & Cox. Mr. Mauro joined the metropolitan marine department in 1947 after marine adjusting experience with Frank B. Hall & Co.

Maine Ins. Co. Elects Pearson, Kemp, Anderson

Maine Ins. Co. has elected Worsell K. Pearson treasurer and a director. He has been secretary and treasurer in New York of Hare's Ltd., investment bankers. He was also formerly secretary-treasurer of Institutional Shares Ltd. of New York, a mutual fund.

Richard C. Kemp has been named agency secretary. He was for 10 years with U.S.F.&G. in claims and underwriting, and has also had general agency experience. John R. Anderson, who has been with Fidelity Interstate Life of Philadelphia, Management Corp. of America, Pittsburgh, and Reserve Life of Dallas, has been appointed sales manager of Maine.

Wash. Turns Down Filing Of 1959 Homeowners

The Washington department has turned down the bureau filing of the 1959 homeowners, citing insufficient supporting data as the reason. However, it was pointed out the commissioner would reconsider if supporting figures could be furnished.

The filing calls for premium reductions ranging from 15 to 35% from existing homeowners rates. A reduced acquisition cost is included, with 34% for expense, 60% for losses and 6% for profit. Opponents of the filing say the rates don't provide sufficient premiums to pay losses.

McCarthy In So. Cal.

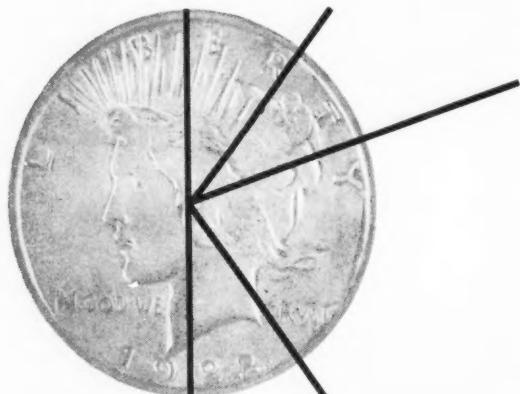
Reliance has assigned Charles J. McCarthy to Los Angeles as special agent for southern California. He will succeed Charles Branson, who has resigned to enter agency business. Mr. McCarthy was with North America.

Self-Insurers Service Names 2 V-Ps

Self-Insurers Service of Chicago, administrators of self-insurance and reinsurance programs, has elected George MacDonald, general manager and Thomas P. Beresky, claims manager, vice-presidents.

Mr. MacDonald is a graduate of Illinois Tech. Before joining Self-Insurers Service he was with the National Safety Council and was a special consultant for the Voice of America.

Mr. Beresky, a graduate of Loyola University, joined SIS in 1957. Previously he had been with Zurich.



PROFIT SHARING PLAN

If your Fire and Allied Lines business is worth more, ask about our new PROFIT-SHARING PLAN available only to independent insurance agents. Start now sharing in the profits you help to produce. Send for free illustrated booklet.

BAY STATE INSURANCE COMPANY
Andover, Massachusetts

A member of the Century-Tested Andover Companies

GO-CART (MINIATURE AUTOMOBILES) INSURANCE

✓ Amusement or Concession type liability
✓ Spectator liability coverage—racing
✓ Individual risks

WRITE FOR PROPOSAL FORMS

MID-STATES
General Agency, Inc.

Phone 2-1061 Box 420 Fort Dodge, Iowa
LONG HAUL—SUB-STANDARD AUTO—GENERAL LIABILITY

Jame (left)
Firema presen
dent's
preside
Menist
Pacific
ment,
compa
w i d e
month
aign

The F
Fund ha
1959 as
compan
aign.
runner-
Depar
in indiv
ern, sto
ern, bui
Pacific,

Harris
For N

Richa
pointed
Underw
Spokan
of year
a local
service
ern Idai

2-1061
Box 420
Fort Dodge, Iowa
LONG HAUL—SUB-STANDARD AUTO—GENERAL LIABILITY

Pacific Department Wins Fireman's Fund Cup

James F. Crafts, (left) president of Fireman's Fund, presents president's cup to Vice-president Stuart D. Menist, manager of Pacific department, which won company's nationwide line-of-the-month sales campaign in 1959.



The Pacific department of Fireman's Fund has won the president's cup for 1959 as leading department in the company's line-of-the-month campaign. The western department was runner-up.

Departments achieving top results in individual campaigns were southern, storekeepers liability; southwestern, builders risk and jewelers block; Pacific, 3-D; and New England, CPAs'

Harrison In Wash., Ida. For N. Y. Underwriters

Richard H. Harrison has been appointed special agent of New York Underwriters and Citizens in the new Spokane service office. For a number of years Mr. Harrison has been with a local agency in Longview. He will service eastern Washington and northern Idaho.

All Classes of Liability Insurance

- Commercial and Industrial Risks
- Excess Limits Over Primary or Self Insured Risks
- Flexible Retrospective Plans
- Surplus Lines in Midwestern States Other Than Illinois Through Surplus Lines Agents in Those States Which Permit Non-Admitted Carriers To Write Liability Insurance
- Special Risks



HARBOR INSURANCE CO.

J. W. BOURLAND, PRESIDENT

3540 Wilshire Boulevard • Los Angeles, California

surance Management and the university.

Speakers will be William T. Beadles, professor of insurance at Illinois Wesleyan; E. H. O'Connor, managing director of Insurance Economics Society; Harley C. Fasse, associate manager of North America at Chicago; G. A. Hartnett, assistant vice-president of Great Central; and E. J. O'Brien, assistant general counsel Lumbermens Mutual Casualty.

Name Newman At Columbus

Aetna Fire has assigned Robert L. Newman to the Ohio field at Columbus.

Virginia Assn. of Insurance Agents has completed a series of regional education meetings held in Abingdon, Lynchburg, Alexandria, Richmond and Norfolk.

Boston Names Moulton Los Angeles Manager

Boston has named Lewis C. Moulton manager at Los Angeles. He succeeds William L. McCurdy who has joined the C. M. Davis agency at Las Vegas.

Mr. Moulton joined Boston as special agent at Rochester N. Y. He later advanced to manager at Albany, Connecticut branch manager at Hamden, and agency and production manager at the East Orange, N. J., regional office.

Alaska Adjusters Elect

Alaska Adjusters Assn. has elected Henry Linder of American International Underwriters president; Joseph Crusey of Don McGee Adjusters vice-president and Eugene Bjore, Williams Adjusters, secretary-treasurer.

We Have Complete Facilities To Handle Brokerage Accounts For

- SURPLUS LINES
- FIRE AND ALLIED LINES

ILLINOIS ROCKWOOD COMPANY

Correspondents of Lloyds London
LAWRENCE R. FISHER, V.P.

Call, Write or Wire CE 6-5313
TWX CG 715 Cable Rockfound

135 S. La Salle St.

Chicago 3

● Commercial and Industrial Risks

● Special Risks

● Excess Limits Over Primary or Self Insured Risks

● Flexible Retrospective Plans

● Surplus Lines in Midwestern States Other Than Illinois

Through Surplus Lines Agents in Those States Which Permit
Non-Admitted Carriers To Write Liability Insurance

SWETT & CRAWFORD, INC.

MIDWESTERN UNDERWRITING MANAGERS

175 W. Jackson Boulevard • Chicago 4, Illinois

SALESMEN?

Yes

Keeping the American Public sold on the American Agency System is a challenge that can and will be met. But it is not a one-man job.

Many specialists are needed to reinforce the personal pact between you and your clients. Because today your clients have a greater and greater need for the services of engineers, auditors, and experts in each aspect of insurance. That's why we have a mobile production team.

This team is made up of the ten men shown below. Each man is picked for the right combination of abilities, training and experience—right for his particular job. But that's not all.

Each man is a salesman. He knows that only the best service, tactfully delivered, can make your agency the best one for your customers. His purpose is three-fold: to help you see new clients fully covered; to help you keep all your clients satisfied; to help you maintain the best agency—most productive, efficient and appealing—in your area.

With these specialists available to you, your work becomes similar to a team captain's. You size up the area for development. Decide the approach. Make the move. Call your plays. The team responds professionally, carrying out your projects.

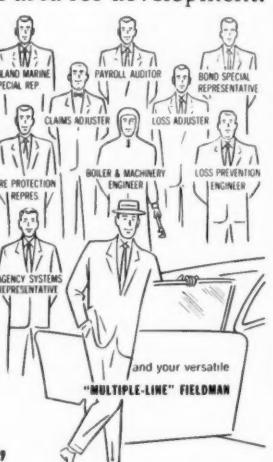
You will meet the challenge of the Sixties in your own personal contacts with your public. Our mobile production team can back you up, because it is made up of quick-acting, sound-thinking, sales-oriented specialists.

Royal-Globe
"TOPS IN EVERY SERVICE"



ROYAL GLOBE
INSURANCE GROUP New York 38, New York

ROYAL INSURANCE COMPANY, LTD. - THE LIVERPOOL & LONDON & GLOBE INSURANCE COMPANY LTD. - ROYAL INDEMNITY COMPANY - GLOBE INDEMNITY COMPANY - QUEEN INSURANCE COMPANY OF AMERICA - NEWARK INSURANCE COMPANY - AMERICAN AND FOREIGN INSURANCE COMPANY - THE BRITISH & FOREIGN MARINE INSURANCE COMPANY LTD. - THAMES & MERSEY MARINE INSURANCE COMPANY, LTD.



4413 Ravenswood Avenue
Chicago 40, Illinois

Conventions

- May 1-3, Iowa agents, annual, Blackhawk Hotel, Davenport.
- May 1-3, National Assn. of Insurance Commissioners, Zone III, Gatlinburg, Tenn.
- May 1-4, Society of Insurance Accountants, conference, Pocono Manor Inn, Pocono Manor, Pa.
- May 2-3, Minnesota mutual agents, midyear, Pick-Niclet Hotel, Minneapolis.
- May 4-6, National Assn. of Insurance Commissioners, Zone II, Fort Sumter Hotel, Charleston, S.C.
- May 5-6, Conference of Mutual Casualty Companies, claims meeting, Conrad Hilton Hotel, Chicago.
- May 6, Colorado agents, midyear, Continental Denver Motel-Hotel, Denver.
- May 8-10, Alabama agents, annual, Stafford Hotel, Tuscaloosa.
- May 8-10, Pennsylvania agents, annual, Hotel Hershey, Hershey.
- May 9, National Assn. of Mutual Casualty Companies, annual, Edgewater Beach Hotel, Chicago.
- May 9-10, New York mutual agents, annual, Hotel Syracuse, Syracuse.
- May 9-11, American Mutual Insurance Alliance, annual, Edgewater Beach Hotel, Chicago.
- May 9-11, National Assn. of Independent Insurance Adjusters, annual, Broadmoor Hotel, Colorado Springs.
- May 9-12, National Assn. of Insurance Brokers, annual, Ambassador Hotel, Chicago.
- May 10, Assn. of Casualty & Surety Companies, annual, New York.
- May 10-12, National Assn. of Insurance Commissioners, Zone V spring meeting, Biltmore Hotel, Oklahoma City.
- May 12, National Independent Statistical Service, annual, La Salle Hotel, Chicago.
- May 13-14, Mountain States mutual agents, annual, Antlers Hotel, Colorado Springs.
- May 13-14, Oklahoma agents, annual, Hotel Tulsa, Tulsa.
- May 15-17, Virginia & District of Columbia mutual agents, annual, Shoreham Hotel, Washington, D.C.
- May 15-18, New York agents, annual, Concord Hotel, Kiamesha Lake.
- May 15-18, North Carolina agents, annual, Carolina Hotel, Pinehurst.
- May 16, Vermont agents, midyear, Woodstock Inn, Woodstock.
- May 16-18, Health Insurance Assn., annual, Statler Hilton Hotel, Dallas.
- May 16-18, Insurance Accounting & Statistical Assn., annual, Sherman Hotel, Chicago.
- May 17-18, Illinois Bureau of Casualty Insurers, annual, St. Nicholas Hotel, Springfield.
- May 19-20, Central Claim Executives Assn., spring meeting, Lake Lawn Lodge, Delavan, Wis.
- May 19-20, Arkansas agents, annual, Arlington Hotel, Hot Springs.
- May 19-21, Texas agents, annual, Austin Hotel, Austin.
- May 25-27, National Assn. of Independent Insurers, workshop, Jack Tar Hotel, San Francisco.
- May 26, National Board of Fire Underwriters, annual, Commodore Hotel, New York.
- May 26, Hawaii agents, annual, Oahu Country Club, Honolulu.
- May 27-28, National Assn. of Insurance Commissioners, subcommittee to review fire & casualty rating laws & regulations, Fairmont Hotel, San Francisco.
- May 29-June 1, American Assn. of Managing General Agents, annual, Cloister Hotel, Sea Island, Ga.
- May 30-June 3, National Assn. of Insurance Commissioners, annual, Fairmont Hotel, San Francisco.
- June 1-2, Home Office Life Underwriters Club of the Western States, annual, Del Monte Lodge, Pebble Beach, Cal.
- June 8-10, Maryland agents, midyear, Commander Hotel, Ocean City.
- June 9-11, Florida agents, annual, Fontainebleau Hotel, Miami Beach.
- June 12-15, Conference of Mutual Casualty Companies, management conference, Park Place Hotel, Traverse City, Mich.
- June 13-16, National Assn. of Insurance Women, annual, Denver.
- June 14-16, Wisconsin agents, midyear, Androy Hotel, Superior.
- June 15-19, National Assn. of Public Insurance Adjusters, annual, The Concord, Kiamesha Lake, N.Y.
- June 16-17, Delaware agents, annual, Rehoboth Beach Country Club, Rehoboth Beach.
- June 16-17, Georgia agents, annual, General Oglethorpe Hotel, Savannah.
- June 16-17, Wisconsin mutual agents, annual, Schwartz Hotel, Elkhart Lake.
- June 16-18, Mississippi agents, annual, Edgewater Gulf Hotel, Edgewater Park.
- June 19-22, Insurance Advertising Conference, annual, Biscayne Hotel, Key Biscayne, Fla.
- June 21-23, Wisconsin agents, midyear, Androy Hotel, Superior.
- June 26-29, Virginia agents, annual, Cavalier Hotel, Virginia Beach.
- July 7-9, International Assn. of Insurance Counsel, annual, The Greenbrier, White Sulphur Springs, W. Va.

**INSURANCE
TO FIT THE NEED**

**Small merchants like
the 3-D features of**

BROAD FORM STOREKEEPERS

Burglary & Robbery

Employee dishonesty is just as real a threat to the small merchant as it is to his bigger competitor, but he seldom has insurance against such loss until he has a chance to buy it as part of the coverage in a Broad Form Storekeepers Burglary & Robbery policy.

Tell him of the eight other ways in which this policy guards his assets and you have sale presentation that rings the bell. The average small merchant who needs a limited amount of many kinds of insurance, at a cost he can afford, finds that his "Shelby" agent offers more nearly complete protection in this special "package".

**THE
Shelby Mutual
INSURANCE COMPANY
of SHELBY, OHIO**

**NON-ASSESSABLE
FIRE & CASUALTY**



The Pioneer Organization

COATS & BURCHARD COMPANY

APPRAISERS

4413 Ravenswood Avenue
Chicago 40, Illinois

- Appraisals for Correct Insurance Coverage and Proof of Loss
- Depreciation Studies
- Property Ledgers

NAIA
Agen

The sta
a new aid
progress
insurance
for impr
ship wer
ports at
tional A
Cincinn
surety, a
and acci
viewed.

C. D.
ported fo
agents c
Pittsburg
Cooper J
for group
Albuquer
bership,
lotte, N.
Stanley
N. J., f
Harry F
Beach fo
Mathews

Sugges
package
the bue
sently a
pared by
Kan., wh
beaurea

The m
NAIA re
oping an
able ac
their ac
writing p
would b
use of p
processing
in city,
plan cou
ber of in
the me

Mr. C
states ha
lem of
plans.

Impet

served,
sociatio
to aid a
a supplie
such a
market
plan tem
procedu
sence o
of equit
The pla
rate ma
tions o
state re
non-ad
where i
solicitati
lem of
Cubbed
Membr

LAW
for

You can
related to
tracts: Ag
Property
Guaranty
ing leadin
spare tim
Full 14-v
easy ter
Leadershi
Write tod
Accred
LASALLE E
A Correspo

XUM

NAIA Eyes Status Of Farm Package, New Agency Management Aid, Other Topics

The status of a farm package policy, a new aid in agency management, the progress of the fight against group insurance plans, and recommendations for improving association membership were discussed in committee reports at the midyear meeting of National Assn. of Insurance Agents in Cincinnati. Problems in fidelity and surety, and efforts in the area of fire and accident prevention were also reviewed.

C. D. Swett of Woodland, Cal., reported for the rural and small lines agents committee, Floyd L. Rice of Pittsburgh for agency management, Cooper M. Cubbidge of Jacksonville for group insurance, K. H. Bair Jr. of Albuquerque for local board and membership, Donald H. Denton of Charlotte, N. C., for fidelity and surety, Stanley W. Greaves of River Edge, N. J., for accident prevention, and Harry F. LeCrenier Jr. of West Palm Beach for fire safety and civil defense.

Mathews Preparing Brief

Suggestions of agents for a farm package were favorably received by the bureaus, Mr. Swett said, and presently a research brief is being prepared by Dean Mathews of Ashland, Kan., which will be submitted to the bureaus for consideration.

The management committee and the NAIA research department are developing an effective, low cost plan to enable agencies to pool all or part of their accounting, clerical and policy writing procedures, Mr. Rice said. This would be accomplished through the use of punch card and electronic data processing equipment centrally located in city, county or community. Such a plan could be established for any number of interested agencies, for example the membership of a local board.

Mr. Cubbidge reported that 27 states have acted to control the problem of property and casualty group plans. Departments in additional states have proceeded by rulings.

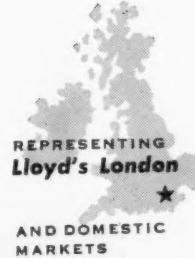
Impetus for such plans, he observed, comes from a desire of an association to promote membership or to aid a franchise agreement between a supplier and a retail outlet. Rarely is such a plan the result of a lack of market among domestic insurers. The plan tends to circumvent normal legal procedures and regulations. The absence of common ownership or lack of equity is overlooked by promoters. The plans are not based on accepted rate making practice. Incidental violations of regulation crop up. Where state regulation is circumvented by non-admitted insurers and agents, where rates are not filed, and where solicitation is by mail, a serious problem of state regulation exists, Mr. Cubbidge declared.

Membership stands at 34,704, Mr.

LAW TRAINING for Insurance People

You can acquire Law at home, specializing in program related to insurance—Law of Contracts; Quasi Contracts; Agency; Torts; Domestic Relations; Personal Property and Bailments; Negotiable Instruments; Guaranty and Surety; Insurance—or complete training leading to LL.B. Degree. Advance step by step in spare time with help of licensed attorney instructors. Full 14-volume Law library included. Low cost—easy terms. Free valuable booklets "Law Training for Leadership" and "Evidence" tell complete story. Write today, no obligation.

Accredited Member, National Home Study Council
LASALLE EXTENSION UNIVERSITY, 417 South Dearborn Street
A Correspondence Institution Dept. L-757 Chicago 5, Ill.



REPRESENTING
Lloyd's London

AND DOMESTIC
MARKETS

other associations. NAIA has subscribed to membership in National Safety Council, and he recommended that state associations do so for accident prevention information, to get safety publications at cost, and for other reasons.

Mr. LeCrenier praised National Board for offering two additional state association awards in fire safety each year—this will encourage more participation. The six local board awards authorized by the NAIA executive committee will be awarded this year for the first time. The committee has inaugurated a monthly bulletin service for state fire safety chairmen.

New Lovell-Pascoe Office

Lovell-Pascoe, Cleveland adjusters, has opened an office in Sandusky to handle marine losses only. George E. Pascoe and A. J. Ziger will have charge of the Sandusky office, the third branch of Lovell-Pascoe, and will spend their time exclusively on condition and value surveys and damage surveys on all classes of yachts and small boats, as well as related marine lines. The office will be at 301 Western Security Bank Building.

Lumbermens Mutual Of Mansfield Appoints Taddeo S. F. Manager

Lumbermens Mutual of Mansfield has appointed Angelo Taddeo manager of the Pacific department at San Francisco. He was manager at Burbank, Cal., and replacing him there will be Donald E. Suman, who has been in the southwestern Ohio field.

Mr. Taddeo joined Lumbermens in 1952 and has served in field and agency management assignments in Missouri, Kansas, and Michigan before going to the west coast.



Angelo Taddeo

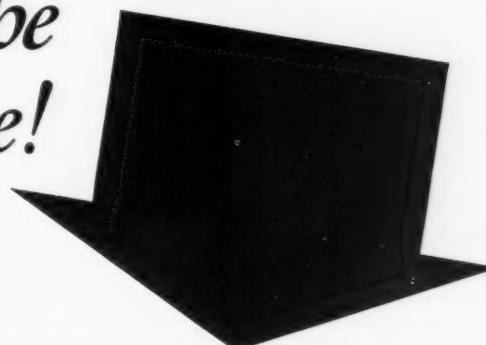
Foster With R. I. Agency

B. Phillips Foster, Wisconsin state agent of Providence Washington, has joined E. L. Watson agency of Providence, R. I., as vice-president.

... EXCESS LIABILITY ?

TRUCKS, AUTOS, GENERAL
LIABILITY, PRODUCTS
PROFESSIONAL

*Here's the
Place!*



ILLINOIS R. B. JONES Inc.

C. Reid Cloon
President

Jay W. Gleason, C.P.C.U.
Executive Vice President

EXCESS LIABILITY ANY NATURE • FIRE AND ALLIED COVERAGES • OIL & PRODUCTS AND ALL FORMS OF LIABILITY INSURANCE • MALPRACTICE LIABILITY • GROUP ACCIDENT & SICKNESS OVER-AGE PERSONAL ACCIDENT • EXCESS MOTOR TRUCK CARGO • INLAND MARINE • REINSURANCE

175 West Jackson Boulevard • Chicago 4, Illinois • WAbash 2-8544
Teletype: CG 1301

Cable: JonesHogg Chicago

Thorne Heads Argonaut Fidelity-Surety Unit

John W. Thorne has been named assistant secretary and manager of the fidelity and surety department of Argonaut of California. He succeeds Henry G. Sheehy, who has joined American Surety as first vice-president.

A veteran insurance executive with an extensive background in the bonding business, Mr. Thorne began his career in 1942 in Chicago with National Surety. Later he was with Continental Casualty, first as superintendent of agents for fidelity and surety, and then as manager of the bond department at San Francisco.

In 1958 he was appointed manager of the San Francisco bond department of Fidelity & Casualty handling northern California and six western states.

Chicago Claim Assn. Hears O'Connor Urge Avalanche Of Letters

The Forand bill is far from dead, Edward O'Connor, managing director Insurance Economics Society, told the April meeting of Chicago Claim Assn.

Mr. O'Connor pointed out that if 219 House representatives sign the proposed discharge petition, the bill could be brought to a vote on the House floor. He urged everyone present and, indeed, all in the business, to write to their representatives and let their views be known.

It is no longer possible for insurance people to enjoy the luxury of being spectators to the political scene, Mr. O'Connor stated. He said senators should also be written and advised against adding any amendments to the current social security program.

Mr. O'Connor also reviewed the origins and history of the 23-year old social security act and noted that all expansions to the program since 1950 had been made during an election year.

The association, in an unanimous and enthusiastic vote, passed a resolution condemning any Forand-type legislation.

William T. Oliver, Continental Casualty, the association's golf committee chairman, reminded those present that this year's outing would be held June 10 at St. Andrews Country Club.

Hartford Accident Names Pelletier On West Coast

Hartford Accident has appointed Marcel W. Pelletier agency assistant of the Pacific department. He joined the company in 1945 and has been a special agent at Oakland since 1951. In his new position, he succeeds Charles F. Elsasser, who has resigned to enter agency work.

Dixie Auto Makes Several Promotions, Expands Area

Dixie Auto of Anniston, Ala., has elected A. W. Bell, vice-president, to the new post of 1st vice-president, and E. M. McKinney, secretary-treasurer, to vice-president in charge of sales, also a new post. Walter J. Merrill, counsel, and D. W. Muir, treasurer, were elected directors.

George H. Long, claims manager, becomes secretary, and B. M. Stringfel-

low Jr., claims examiner, assistant secretary-treasurer. Mr. Muir previously was assistant secretary-treasurer.

The company, founded in 1955 by Charles R. Bell, president; R. B. Carpenter, executive vice-president, and Mr. McKinney, has entered five new states in addition to Alabama, Florida and Georgia. The new areas are Mississippi, Tennessee, Arkansas, Oklahoma and Virginia.

Book On Auto Underwriting

Automobile Underwriting at the Agency Level, a book by Walter Sam-

mis Jr., has been published by Rough Notes Co. The new book contains nine chapters covering loss ratio, moral hazard, physical hazard, adequate rates, large limits, non-owned automobiles, forewarnings on losses, endorsements, and surveys of agency business.

The book was written to give independent agents a better grasp of the factors which enter into or are caused by underwriting. It sells for \$1 a copy and may be ordered from Rough Notes Co. at 1142 North Meridian Street, Indianapolis.

Lamberd Is Advanced By Maryland Casualty

Maryland Casualty has named Luther S. Lamberd manager of the contract bond department to succeed Norman C. Keyes, resigned. Mr. Lamberd joined the company in 1926 as assistant underwriter in the contract bond department, and since 1933 has been assistant manager.

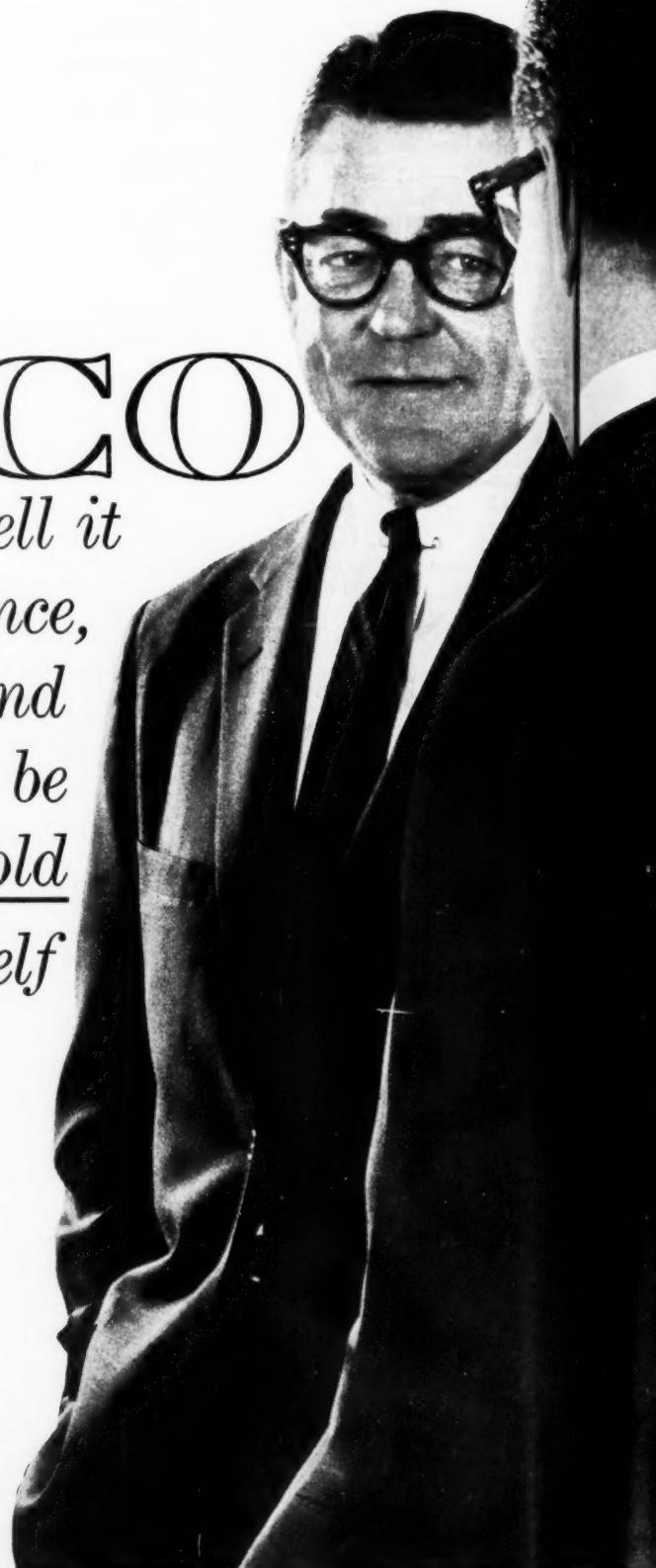
Donald E. Anderson has been appointed insurance department manager of the Charles Ringer Co. of Chicago.



J. W. Thorne

best way to sell

THICO
*sell it
just once,
and
you'll be
sold
yourself*



Chicago Adjusters Hear Spangenberg Discuss Selection Of Jurors

The selection of jury members is not so much a matter of "selecting" as it is of "unselecting," Craig Spangenberg, Cleveland plaintiff's attorney, told the April meeting of Casualty Adjusters Assn. of Chicago.

In an often humorous discussion of how he weeds out those jury members whom he feels will not be of much help in rendering him a favorable de-

cision, Mr. Spangenberg said he looks not for sympathy but empathy. A sympathetic juror will sympathize with the plaintiff but not necessarily want to award much in the way of compensation, but a juror capable of empathy will identify himself with the plaintiff and push for a large settlement.

Mr. Spangenberg said he looks primarily for the "comfortable" person—one who is completely content within himself and so will be able to give undivided attention to the situation of the plaintiff. Characteristics he as-

sesses are voice, body, dress, age and occupation, the speaker said.

The next meeting of the association, as President Walt Strobel of Strobel & Ingalls pointed out, will continue the discussion of juries. Two professors from the University of Chicago law school, Harry Kalvin and Hans Zeiser, will consider juries and their reactions. The meeting will be held, as usual, in the Bismarck Hotel's Lincoln Room, May 18.

John C. Paige, New York brokers, has moved to 123 William Street.

Woodbury Tells NAIA How Agents Can Help Blind Themselves

Assembling of tape recordings and records of selling and insurance material was urged as a service to blind insurance agents by Louie E. Woodbury, Wilmington, N. C., in his report to the midyear meeting of National Assn. of Insurance Agents in Cincinnati. Mr. Woodbury, past president of NAIA, is chairman of the committee for the employment of the physically handicapped. This material would also be helpful to agents, local boards and state associations, he said.

A panel discussion by NAIA officers and committee chairmen on tape would provide a good local board program and could be used to carry the story of the work of NAIA directly to local agents in every community.

Many good records on salesmanship are available, he said. A list of these and where they may be purchased will provide excellent material for agency meetings or can be used by individual agents at home for new ideas, door openers, and sales closing ideas.

Big Job To Compile List

Among the many records and tape recordings available, the big job is to compile a list for members and disseminate information on where they may be purchased.

Mr. Woodbury suggested a series of records prepared under the supervision of the NAIA education department on policies such as homeowners. Eventually this effort would provide a library of records on major insurance topics. Records could be used as an introduction to insurance for new employees. Even a small local agent could take advantage of this as the set could be provided free or on rental by the state association. There are many well known speakers among NAIA members and in the business who would provide their talents to promote such a worthwhile effort.

Mr. Woodbury reported that the President's committee for the employment of the physically handicapped will hold its annual meeting in Washington, D. C., May 5-6. A number of regional meetings will be held throughout the country. These meetings provide opportunity for many local agents to attend and participate.

Hardware Mutuals Have Changes

John McComb has been promoted from manager at Madison to manager of the Wisconsin district of Hardware Mutuals, with headquarters in Stevens Point. He started with the companies as an adjuster in Chicago in 1948 and has been with the home office claims department, served as general personnel manager in the Wisconsin district, and as Madison manager.

His place as Madison manager will be filled by E. H. Lemmenes, who has been general sales manager for the Wisconsin district.

Flint Joins Vt. Agency

Edward O. Flint, who has been for 10 years a claims representative of Peerless, has joined Taylor agency of Brattleboro, Vt., as sales representative.



L. E. Woodbury

best way to buy!

More agents are selling more insurance at bigger premiums than ever with Home's great continuous payment plan—THICO. After your first THICO sale, you'll want to concentrate on selling all your customers this great way-to-pay. Here's why the THICO PLAN is best for your customers, best for you:

SUITS THE BUDGET. All Home lines, personal and commercial, are eligible. Complete insurance programs written by Home can be budgeted into easy instalment payments, with one payment plan covering the entire program. This makes it easier for customers to pay, easier for the agent to sell. Business history of this generation proves that people *buy more and buy better* when they can pay on convenient budget terms. And that's just what the THICO PLAN makes available for paying insurance premiums.

REDUCES AGENCY OVERHEAD. THICO has proved to be a great convenience and economy for the agent, too. He is able to offer top-quality insurance on an easy-to-pay basis, thus attracting those customers able to carry more coverage. THICO offers great variety to suit all, full commissions, protected renewals. For complete details, see your fieldman!

The HOME Insurance Company

Property Protection since 1853

*The Home Indemnity Company, an affiliate,
writes Casualty Insurance, Fidelity and Surety Bonds*



Review Auto Problems At NAIA Midyear

(CONTINUED FROM PAGE 2)
every phase of the private passenger automobile classification plan.

The purpose of the territorial study, Mr. MacBean said, is to bring bureau and NAUA territories closer together and to ascertain the responsiveness and actuarial soundness of present territorial boundaries. Large-scale revisions could result.

Already some important changes have been introduced in connection with classification, he said. A new 2B

class has been adopted in one state reflecting the better loss record of the married male driver under 25, compared with the unmarried male acting either as the principal or part time driver. Also, the joint ownership rule has been modified. Other changes are expected, all of which should help agents to compete more favorably.

The proposed service station-garage package policy is finally showing signs of conception, he added.

The casualty committee submitted

to the bureau a paper on the subject of insuring the driver instead of the automobile, a plan which is being explored and marketed on a very limited scale by one group. Whether such a plan would be feasible on a broad scale is uncertain at this time, he said.

Seeking A Change

The committee is seeking a change in the electrical breakdown exclusion of the automobile PHD policy as it pertains to wiring losses. The contracts of many auto insurers do not exclude wire burning losses, he noted.

The committee has proposed to the bureau that the medical payments clause be modified. Presently the employee is using his employer's automobile furnished him for regular use is excluded, the employee using his own car in behalf of his employer is not. In certain states where the workers' compensation laws exclude certain employee classifications from covered occupations this MP restriction has caused hardship. The casualty committee has agreed to study the matter and submit a brief with recommendations to the bureau.

The compact car discounts of 10% on liability and collision delighted agents, Mr. MacBean said, and he praised the quick response and cooperation of the bureau and NAUA in a very necessary competitive revision.

Glover's Compulsory Report

Mr. Glover reported that compulsory auto bills were introduced this year in Georgia, Kentucky, Michigan, Mississippi, New Jersey, Puerto Rico and Rhode Island. South Carolina had a compulsory bill carrying over from the 1959 legislative session.

Unsatisfied judgment fund proposals were introduced in Michigan, and two were carried over from 1959 in Delaware and South Carolina. In addition, mandatory uninsured motorist endorsement proposals were introduced in Arizona and Michigan.

The Rhode Island compulsory proposal was unusual in that it included a merit rating provision. The Rhode Island bill was substantially the New York compulsory law with the addition of merit rating. Also, a companion bill was introduced, similar to the one in New York, calling for a motor vehicle accident indemnification plan in Rhode Island.

Agitation Continued

Thus agitation for compulsory or one of its alternatives continued in well over half the legislatures meeting this year. However, opposition has been successful, and to date none of these proposals has been enacted into law.

Mr. Glover noted the testimony of a National Bureau representative at a hearing in North Carolina. It is clearly evident in the experience of North Carolina and those states where compulsory auto exists that the average claim paid cost data does not increase markedly from one year to the next, but claim frequency increases sharply with the advent of the compulsory system. The experience of the first full year of compulsory in North Carolina, 1958, showed an increase in paid BI claim frequency of 13.7%, as compared with 1957.



NORTH PIER TERMINAL—CHICAGO

one of the most modern and strategically located freight centers in the world is

ADT PROTECTED

This terminal is a shipper's dream with more than a quarter of a million square feet in ship-side storage. President W. W. Huggett employs ADT fire and burglary protection services, here and in their several other locations, and says that it presently

saves \$23,000 a year

Adequate protection depends not only upon the quality and installation of the alarm devices but also upon the constant inspection and maintenance provided year after year. The real economy—and loss immunity offered by ADT—are two good reasons why it protects properties valued at 56 billion dollars.

Controlled Companies of

AMERICAN DISTRICT TELEGRAPH COMPANY
Executive Office: 155 Sixth Avenue • New York 13, N. Y.
A NATIONWIDE ORGANIZATION

Effective April 23, 1960

the Chicago administrative offices of ADT will be located in
Suite A1024 of the
Insurance Exchange Building,
175 W. Jackson Boulevard.
Tel: HArrison 7-6141

Wm. H. Malone, Inc.

744 BROAD STREET

Newark 2, N. J.

▼▼▼

Surplus and Excess Lines

REINSURANCE

Phone

Mitchell 2-5351

Nationwide
Buckeye U.
Altate ...
State Auto ...
Ohio Casua...
Grange Mu...
Motorists J...
Travelers I...
Atena Casua...
State Farm

Aetna Fire ...
Agricultural ...
Amer. Aut...
Amer. Cas...
Amer. Em...
Amer. Fide...
Amer. Gu...
Amer. Hard...
Amer. Hon...
Amer. Ind...
American ...
Amer. Mot...
Amer. Mut...
Amer. Re...
Amer. Stat...
Amer. Sur...
Associated ...
Atlantic N...
Auto-Own...
Automobile ...
Bankers & ...
Beacon Mu...
Boston ...
Camden Fi...
Celtina Mu...
Central Mu...
Cincinnati ...
Citizens C...
Columbia ...
Commercial ...
Commercial ...
Continental ...
Economy ...
Educators ...
Electric M...
Employers ...
Employers ...
Factory M...
Federal ...
Federal M...
Fidelity & ...
Fidelity-P...
Firemen's ...
Franklin F...
Fulton ...
General A...
General S...
Globe Fal...
Globe Ind...
Goodville ...
Government ...
Great Amer...
Gulf, Dall...
Hanover ...
Hardware ...
Harford M...
Harleysvill...
Home Ind...
Hoosier C...
Ideal Mut...
Illinois Na...
Indemnity ...
Indiana Li...
Inland Mu...
Liberty M...

B

The

XUM

1959-1958 Direct Premiums Written For Casualty Lines In Ohio

Auto BI

	Direct Premiums Written 1959	Direct Premiums Written 1958
Nationwide Mutual	17,004,988	15,378,151
Buckeye Union Casualty	8,093,965	7,592,250
Allstate	7,408,300	6,056,989
State Auto Mut., O.	7,200,339	6,957,184
Ohio Casualty	4,873,409	4,480,401
Grange Mutual Casualty	4,371,727	3,559,727
Motorists Mutual	4,255,190	4,005,932
Travelers Indemnity	3,904,390	4,962,600
Aetna Casualty	3,776,087	3,592,710
State Farm Mut. Auto	3,674,926	2,666,311

Direct premiums written for 1959 and 1958 for casualty and A&S lines in Ohio are shown on a comparative basis in the accompanying tables. Each of the 11 lines reported on shows the business only if direct premiums exceed \$25,000. The 10 leading companies in premiums are shown at the head of each list in bold face type in order of premium volume; the rest of the companies are listed in alphabetical order. Figures are taken from page 14 of the annual statements of companies as reported to the Ohio department. Lines included in the compilation are A&S, liability (not auto) BI, auto physical damage, liability (not auto) PD, auto PDL, auto BI liability, burglary and theft, glass, surety, fidelity, and boiler and machinery. A&S figures are a combination of lines 11-15, giving a single total for accident only (individual), A&S (individual), hospital & medical (individual), group A&S and non-can A&S, but are for fire-casualty companies only.

	Direct Premiums Written 1959	Direct Premiums Written 1958	Direct Premiums Written 1959	Direct Premiums Written 1958
Aetna Fire	448,600	464,850	U.S. Fire	162,312
Agricultural	137,538	150,952	Universal Unds. Ins., Mo.	1,294,292
Amer. Auto	391,241	1,772,077	Virginia Surety	82,833
Amer. Casualty	1,006,974	946,270	Wabash Fire & Cas.	238,899
Amer. Employers	337,768	348,207	West American	199,571
Amer. Fidelity & Casualty	1,553,232	1,389,876	Westchester Fire	79,778
Amer. Guarantee	65,325	56,831	Western Casualty	347,148
Amer. Hardware Mut.	173,388	197,564	Western Fire	28,132
Amer. Home	44,266	29,947	West Reserve Mut. Cas., O.	338,352
Amer. Indemnity	161,198	160,044	Wolverine	977,195
American	1,662,150	446,226	Yorkshire	48,230
Amer. Motorists	514,013	645,556	Zurich	596,632
Amer. Mut. Liability	146,437	159,024		531,552
Amer. Re	43,607	31,668		
Amer. States	2,696,358	2,479,077		
Amer. Surety	413,372	425,076		
Associated Indemnity	163,331	77,601		
Atlantic National	52,113			
Auto-Owners	1,362,896	1,105,464		
Automobile Club, O.	273,672	241,983		
Bankers & Shippers	36,323			
Boston	1,377,637	1,346,010		
Camden Fire	126,409	119,441		
Celina Mutual	79,693	49,512		
Centennial	1,764,933	1,778,923		
Central Mutual	58,479	29,690		
Cincinnati	163,027	142,362		
Citizens Casualty	525,657	337,411		
Columbus Casualty	97,350	42,541		
Commercial	179,236	192,825		
Commercial Union	521,831	460,418		
Commercial Union Fire	53,699			
Continental Casualty	2,312,641	1,832,924		
Educators & Executives	234,315	59,515		
Electric Mut. Liab.	35,696	32,754		
Employers Liability	513,463	409,893		
Factory Mut. Liab.	71,619	62,214		
Federal	355,868	320,330		
Federal Mutual	330,106	262,254		
Fidelity & Casualty	390,038	363,986		
Fidelity-Phenix	237,978	291,826		
Firemen's Fund	634,049	535,852		
Firemens of Newark	194,025			
Franklin Fire & Casualty	333,209	280,343		
Fulton	55,509	29,258		
General Accident	1,877,102	1,684,570		
General, Seattle	485,814	513,056		
Glens Falls	376,243	372,410		
Globe Indemnity	527,607	554,447		
Goodville Mutual Cas.	67,727	46,018		
Government Employees	526,122	418,629		
Great American	481,732	122,750		
Gulf, Dallas	293,711	280,352		
Hardware Mut. Cas.	134,419	92,825		
Harford Mutual, Md.	399,722	384,778		
Harleyville Mut. Cas.	95,867	73,871		
Horford Accident	155,417	121,796		
Home Indemnity	2,618,323	2,210,223		
Hoosier Casualty	962,102	923,425		
Ideal Mutual	1,503,007	458,815		
Illinois National	231,724	193,239		
Indemnity of No. Am.	1,468,277	1,427,256		
Indiana Lumber. Mut.	223,979	125,560		
Inland Mut., W. Va.	217,232	241,184		
Liberty Mutual	1,231,028	1,220,308		
		U.S. Casualty		
		U.S.F.&G.		
		1,869,305	1,761,838	

	Direct Premiums Written 1959	Direct Premiums Written 1958
London Guarantee	73,829	87,282
London & Lancashire	25,354	35,184
Lumbermens Mut. Cas.	713,941	652,692
Lumbermens Mut. O.	694,689	587,398
Manhattan F.M.	96,733	
Maryland Casualty	795,046	763,281
Massachusetts Bonding	336,075	323,151
Mayflower	100,887	
Merchants Indem., N. Y.	453,495	461,294
Mich. Mutual Liability	558,124	483,680
Midwestern Indem., O.	455,335	351,381
Milwaukee	51,451	
National Casualty	465,463	486,976
National Indem., Neb.	179,053	109,822
National Surety	157,296	280,682
National Union	185,781	155,281
Old Colony	580,296	432,131
Pacific Employers	176,473	162,850
Pacific National	31,389	
Pennsylvania General	138,959	129,389
Phoenix of N. Y.	36,893	242,378
Phoenix, Conn.	79,577	110,497
Pioneer Mut. Cas., O.	533,934	533,196
Preferred, Mich.	156,687	134,624
Preferred Risk Mut., Ia.	72,583	72,998
Progressive Casualty, O.	62,295	
Protective, Ind.	643,189	604,907
Reliance	114,854	53,813
Royal Indemnity	73,928	87,666
Safeco	344,161	271,814
Safeguard	83,363	71,802
St. Paul F.M.	765,405	434,579
St. Paul Mercury	237,892	153,478
Sea	30,962	
Security Mut. Cas.	69,686	
Selective	328,242	293,842
Shelby Mutual	2,288,755	2,177,613
Standard Accident	506,547	568,773
Sun of N.Y.	35,084	35,864
Sun Office	46,718	30,098
Transit Casualty	233,687	110,880
United Public, Ind.	66,832	34,472
United Public, W. Va.	81,577	115,262
U.S. Casualty	1,869,305	1,761,838

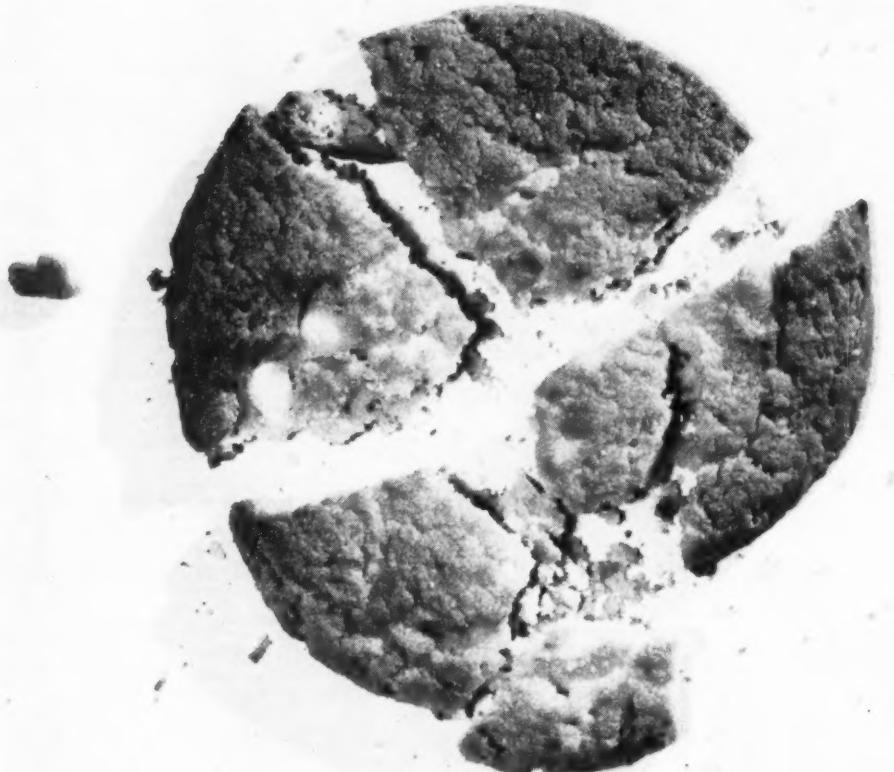
Auto PDL

	Direct Premiums Written 1959	Direct Premiums Written 1958	Direct Premiums Written 1959	Direct Premiums Written 1958
Nationwide Mutual	9,426,064		8,314,280	
Buckeye Union Casualty	4,651,764		4,258,301	
State Auto Mut., O.	4,147,041		4,056,312	
Allstate	4,036,560		3,294,714	
Travelers Indemnity	3,209,548		3,332,123	
Oho Casualty	2,892,617		2,680,319	
Motorists Mutual	2,548,002		2,249,960	
Aetna Casualty	2,168,746		1,891,076	
Grange Mutual Casualty	1,945,300		1,591,018	
Ohio Farmers	1,574,374		1,638,074	
Aetna Fire	273,800		289,431	
Agricultural	72,963		76,168	
Amer. Auto	230,817		1,012,841	
Amer. Casualty	567,564		523,219	
Amer. Employers	187,079		191,706	
Amer. Fidelity & Casualty	615,717		567,093	
Amer. Guarantee	32,251		79,753	
Amer. Hardwae Mut.	115,655		125,723	
Amer. Indemnity	84,282		86,420	
Amer. Motorists	251,185		261,266	
Amer. Mut. Liability	148,756		147,756	
Amer. Re	28,625		44,111	
Amer. States	1,549,370		1,465,207	
Camden Fire	244,151		240,310	
Associated Indemnity	93,623		88,482	
Centennial	32,723		741,527	
Central Mutual	97,525		81,140	
Central National	363,140		363,140	
Cincinnati	311,589		311,589	
Citizens Casualty	54,035		54,035	
Columbia Casualty	99,710		106,506	
Commercial	305,922		264,191	
Commercial Union Fire	30,761			
Continental Casualty	1,103,632		961,496	
Educators & Executives	106,430		961,496	
Factory Mut. Liab., W. Va.	30,819		30,819	
Employers Liability	314,552		32,751	
Factory Mut. Liab.	45,661		45,661	
Fire	161,442		161,442	
Hoover Casualty	206,498		195,422	
Hoover Casualty	195,422		195,422	
Hoover Casualty	551,833		551,833	
Hoover Casualty	134,003		134,003	
Fireman's Fund	378,634		378,634	
Firemen's Fund	199,317		199,317	
Fulton	33,732		33,732	
General Accident	1,032,965		1,032,965	
General Accident	257,037		257,037	
General, Seattle	266,016		266,016	
Glens Falls	233,745		233,745	
Globe Indemnity	291,877		291,877	
Globe Indemnity	115,181		115,181	
Goodville Mutual Cas.	141,574		141,574	
Government Employees	866,963		866,963	
Great American	143,717		143,717	
Gulf, Dallas	161,831		161,831	
Harleyville Mut. Cas.	65,955		65,955	
Harleyville Mut. Cas.	1,213,220		1,213,220	
Harleyville Mut. Cas.	228,345		228,345	
Harford Mutual, Md.	166,607		166,607	
Harford Mutual, Md.	166,607		166,607	
Harford Mutual, Md.	479,472		479,472	
Harleyville Mut. Cas.	237,285		237,285	
Harleyville Mut. Cas.	1,213,220		1,213,220	
Harleyville Mut. Cas.	228,345		228,345	
Harleyville Mut. Cas.	479,472		479,472	
Harleyville Mut. Cas.	1,213,220		1,213,220	
Harleyville Mut. Cas.	228,345		228,345	
Harleyville Mut. Cas.	479,472		479,472	
Harleyville Mut. Cas.	1,213,220		1,213,220	
Harleyville Mut. Cas.	228,345		228,345	
Harleyville Mut. Cas.	479,472		479,472	
Harleyville Mut. Cas.	1,213,220		1,213,220	
Harleyville Mut. Cas.	228,345		228,345	
Harleyville Mut. Cas.	479,472		479,472	
Harleyville Mut. Cas.	1,213,220		1,213,220	
Harleyville Mut. Cas.	228,345		228,345	
Harleyville Mut. Cas.	479,472		479,472	
Harley				

	Direct Premiums Written 1959	Direct Premiums Written 1958	Direct Premiums Written 1959	Direct Premiums Written 1958	Direct Premiums Written 1959	Direct Premiums Written 1958	Direct Premiums Written 1959	Direct Premiums Written 1958
Universal Unds. Ins., Mo.	58,944	50,620	Grange Mutual Casualty	4,415,531	3,866,585	Amer. Guarantee	43,359	34,282
Virginia Surety	104,463	92,727	Motors, N. Y.	4,279,859	3,206,108	Amer. Hardware Mut.	137,183	162,362
Wabash Fire & Cas.	42,129	55,410	Motorists Mutual	3,739,381	3,452,016	Amer. Home	33,893	36,855
West American	74,450	Ohio Casualty	3,530,269	365,337	Amer. Indemnity	95,893	92,996
Westchester Fire	43,868	26,956	Travelers Indemnity	3,032,218	3,435,249	American	1,397,043	516,737
Western Casualty	225,098	197,827	State Farm Mut. Auto	2,977,478	2,298,894	Amer. Motorists	413,142	438,907
West. Reserve Mut. Cas., O.	189,817	188,384				Amer. Mut. Liability	99,694
Wolverine	559,554	508,203	Aetna Casualty	2,190,754	2,224,980	Amer. States	1,881,412	1,824,929
Yorkshire	25,719	Aetna Fire	335,081	374,190	Amer. Surety	239,277	280,315
Zurich	357,101	257,746	Agricultural	169,365	177,951	Associated Indemnity	113,710	51,441
			Allied Amer. Mut. Fire	51,879	58,845	Assurance of America	34,925	37,419
Nationwide Mutual	15,214,663	14,038,166	Amer. Auto	291,980	1,232,475	Atlas	100,622	107,576
State Auto Mut., O.	5,756,125	5,875,725	Amer. Bankers	771,702	562,115	Auto-Owners	983,939	1,236,798
Buckeye Union Casualty	5,358,426	5,021,927	Amer. Employers	104,004	85,667	Automobile Club, O.	230,210	213,988
Allstate	4,888,325	4,249,783	Amer. Equitable	35,237	31,676	Auto Mutual, R. I.	95,160	86,876
			Amer. Fidelity Fire	405,966	288,996	Bankers & Shippers	130,196	129,901
						Beacon Mut. Indemnity	1,058,000	1,058,205

Auto Physical Damage

"Unforeseen events...need not change and shape the course of man's affairs"



"That's the way the cookie crumbles..."

Things are going fine. Then suddenly—everything goes to pieces. An accident, fire, robbery, disabling illness, auto crash, lawsuit. So many things can cause you financial hardship, even clean you out of a lifetime's savings. So be sure that you're adequately protected, that your insurance is up to date. See your local independent agent who represents the Maryland in your community—or your broker.

He'll take care of you, and he's handy when you need him.

Remember: because he knows his business, it's good business for you to know him.

MARYLAND CASUALTY COMPANY

Baltimore 3, Maryland

There are many forms of Maryland protection for business, industry, and the home. Casualty Insurance, Fidelity and Surety Bonds, and Fire and Marine Insurance are available through 10,000 agents and brokers.

Another striking advertisement to help build more business for the local agent or broker by dramatizing the importance of insurance to value.



	Direct Premiums Written 1959	Direct Premiums Written 1958		Direct Premiums Written 1959	Direct Premiums Written 1958		Direct Premiums Written 1959	Direct Premiums Written 1958
Boston	126,227	147,906		126,227	147,906		126,227	147,906
Buckeye Union Fire	170,103	170,103		170,103	170,103		170,103	170,103
Calvert Fire	552,142	385,362		552,142	385,362		552,142	385,362
Camden Fire	103,370	76,719		103,370	76,719		103,370	76,719
Celina Mutual	1,407,679	1,478,789		1,407,679	1,478,789		1,407,679	1,478,789
Centennial	42,978		42,978		42,978
Central Mutual	254,507	258,904		254,507	258,904		254,507	258,904
Cincinnati	454,146	313,386		454,146	313,386		454,146	313,386
Citizens, N. J.	82,991	94,229		82,991	94,229		82,991	94,229
Cleveland Exch.	163,186	115,517		163,186	115,517		163,186	115,517
Columbia Casualty	70,358	29,124		70,358	29,124		70,358	29,124
Commercial	322,697	304,416		322,697	304,416		322,697	304,416
Commercial Union	45,104	66,840		45,104	66,840		45,104	66,840
Commercial Union Fire	49,774	47,666		49,774	47,666		49,774	47,666
Connecticut Fire	37,928	47,925		37,928	47,925		37,928	47,925
Continental Casualty	518,192	414,467		518,192	414,467		518,192	414,467
Continental	125,916	122,492		125,916	122,492		125,916	122,492
Economy Fire & Casualty	27,628	46,181		27,628	46,181		27,628	46,181
Educators & Executives	195,273	195,273		195,273	195,273		195,273	195,273
Emmco	724,999	700,220		724,999	700,220		724,999	700,220
Employers Fire	171,981	168,554		171,981	168,554		171,981	168,554
Employers Liability	220,270	200,159		220,270	200,159		220,270	200,159
Employers Mut. Fire, Wis.	42,069	38,948		42,069	38,948		42,069	38,948
Equitable F&M	65,069	69,576		65,069	69,576		65,069	69,576
Factory Mut. Lab.	169,968	171,734		169,968	171,734		169,968	171,734
Federal	404,275	349,605		404,275	349,605		404,275	349,605
Federal Mutual	370,840	336,555		370,840	336,555		370,840	336,555
Fidelity & Casualty	551,160	493,887		551,160	493,887		551,160	493,887
Fidelity-Phenix	162,879	162,879		162,879	162,879		162,879	162,879
Fireman's Fund	372,466	41,235		372,466	41,235		372,466	41,235
Firemens of Newark	139,606		139,606		139,606
Foremost	506,023	345,500		506,023	345,500		506,023	345,500
Franklin Fire & Casualty	303,035	289,406		303,035	289,406		303,035	289,406
Fulton	42,273	31,856		42,273	31,856		42,273	31,856
General Accident	1,176,643	1,091,474		1,176,643	1,091,474		1,176,643	1,091,474
General Exchange	76,628	1,005,536		76,628	1,005,536		76,628	1,005,536
General, Seattle	306,633	335,168		306,633	335,168		306,633	335,168
Glen's Falls	326,850	347,331		326,850	347,331		326,850	347,331
Globe Indemnity	247,825	248,847		247,825	248,847		247,825	248,847
Globe Mut. Cas., O.	601,284	564,255		601,284	564,255		601,284	564,255
Government Employees	447,050	392,036		447,050	392,036		447,050	392,036
Granite State	26,613	186,543		26,613	186,543		26,613	186,543
Great American	452,908	25,609		452,908	25,609		452,908	25,609
Great Lakes, Toledo	30,847	169,000		30,847	169,000		30,847	169,000
Gulf, Dallas	202,579	208,544		202,579	208,544		202,579	208,544
Hanover	143,216	127,602		143,216	127,602		143,216	127,602
Hardware Mut. Cas.	251,403	228,324		251,403	228,324		251,403	228,324
Hartford Fire	99,972	900,997		99,972	900,997		99,972	900,997
Harford Mutual, Md.	66,495	53,432		66,495	53,432		66,495	53,432
Harleysville Mut. Cas.	128,443	128,324		128,443	128,324		128,443	128,324
Home Indemnity	79,747	113,389		79,747	113,389		79,747	113,389
Home	600,404	683,850		600,404	683,850		600,404	683,850
Hoosier Casualty	355,739	344,312		355,739	344,312		355,739	344,312
Illinois National	190,566	160,557		190,566	160,557		190,566	160,557
Indemnity of No. Am.	809,010	887,478		809,010	887,478		809,010	887,478
Indiana Lumber. Mut.	207,105	113,389		207,105	113,389		207,105	113,389
Inland Mut. W. Va.	27,775		27,775		27,775
Jefferson, N. Y.	44,114		44,114		44,114
Jersey	45,780	39,774		45,780	39,774		45,780	39,774
Kansas City F&M.	49,755	31,131		49,755	31,131		49,755	31,131
Liberty Mutual	547,714	492,146		547,714	492,146		547,714	492,146
Lumbermens Mut. Cas.	456,093	421,059		456,093	421,059		456,093	421,059
Lumbermens Mut., O.	550,925	522,641		550,925	522,641		550,925	522,641
Manhattan F&M.	69,001	51,938		69,001	51,938		69,001	51,938
Maryland Casualty	363,258	360,179		363,258	360,179		363,258	360,179
Massachusetts Bonding	192,527	186,206		192,527	186,206		192,527	186,206
Mayflower	108,802	102,918		108,802	102,918		108,802	102,918
Merchants Indem., N. Y.	233,630	142,196		233,630	142,196		233,630	142,196
Mich. Mutual Liability	282,512	268,655		282,512	268,655		282,512	268,655
Midwestern Indem., O.	516,486	368,681		516,486	368,681		516,486	368,681
Millers National	43,187	32,815		43,187	32,815		43,187	32,815
Milwaukee	40,662		40,662		40,662
Monarch, O.	61,616	129,132		61,616	129,132		61,616	129,132
National Casualty	389,533	483,737		389,533	483,737		389,533	483,737
National Fire	176,442	200,175		176,442	200,175		176,442	200,175
National Indem., Neb.	62,987	37,186		62,987	37,186		62,987	37,186
National Mutual	390,317	206,261		390,317	206,261		390,317	206,261
National Surety	104,057	100,349		104,057	100,349		104,057	100,349
National Union	382,771	362,107		382,771	362,107		382,771	362,107

	Direct Premiums Written 1959	Direct Premiums Written 1958		Direct Premiums Written 1959	Direct Premiums Written 1958		Direct Premiums Written 1959	Direct Premiums Written 1958		Direct Premiums Written 1959	Direct Premiums Written 1958
0.094			Olympic, Cal.	108,930		U.S.F.&G.	26,182	39,986	Columbia Casualty	87,052	78,739
5,362	25,652		Pacific Employers	53,386	56,203	U.S. Mutual Benefit	58,692	62,186	Ohio Farmers	827,154	778,452
6,719	61,724		Pacific Indemnity	61,724	68,494	Zurich	653,374	638,677	Ohio Security	27,932	
8,789	74,264		Pacific of N. Y.	74,264	87,315				Ohio Valley	25,883	
3,386	116,933	225,144	Pacific National	143,255	153,867				Employers Mut. Liab., Wis.	503,382	536,564
4,329	143,255		Pearl	23,130	25,050				Federal	197,259	52,787
5,517	25,050		Peerless	116,933	225,144	Buckeye Union Casualty	2,349,838	2,079,575	Federal Mutual	220,509	237,350
9,124	116,933		Pennsylvania Fire	143,255	153,867	Aetna Casualty	2,198,263	2,263,786	Fidelity & Casualty	33,048	33,047
2,226	23,130		Progressive Casualty, O.	23,130	25,050	Travelers	2,105,870		Fidelity-Phenix	523,654	432,221
58,554	303,394		Protective, Ind.	523,981	530,394	Indem. of No. Am.	1,307,579	1,070,666	Fireman's Fund	63,095	432,221
8,789	59,752	90,740	Phoenix of N. Y.	139,235	169,937	Ohio Casualty	1,249,818	1,166,493	Firemen's Fund	364,747	324,415
7,662	139,235		Phoenix, Conn.	193,879	177,211	Liberty Mutual	1,144,575	827,927	Firemen's Fund	59,092	53,943
7,725	193,879		Pioneer Mut. Cas., O.	151,550	128,505	Continental Casualty	1,114,302	1,125,389	Franklin Fire & Casualty	503,382	536,564
4,467	151,550		Preferred, Mich.	25,060	26,557	Hartford Accident	1,074,632	884,707	General Accident	197,259	52,787
12,492	25,060		Preferred Mut., N. Y.	54,600	56,250	U.S.F.&G.	1,035,780	1,046,538	General Accident	197,259	52,787
16,181	56,250		Preferred Risk Mut., Ia.	22,492	22,492	Nationwide Mutual	934,771	807,444	Great American	229,808	42,312
25,606	22,492		Progressive Mutual, O.	824,690	708,028				Great Central	53,879	53,879
22,226	31,309		Protective Natl., Neb.	64,546		Aetna Fire	117,022	121,905	Great Central	29,424	29,424
58,554			Quincy Mut. Fire	51,649	56,831	Allstate	175,467	141,340	Great Central	64,060	64,060
8,789	51,649		Reliance	253,222	286,874	American Auto	107,809	307,351	Great Central	53,943	53,943
39,576	286,874		Republic Indem., O.	504,967	513,777	Amer. Casualty	374,020	322,062	Great Central	577,918	577,918
71,734	513,777		Resolute	152,994	271,199	Amer. Employers	202,334	182,118	Great Central	193,983	193,983
49,605	271,199		Royal Indemnity	342,485	410,165	Amer. Hardware Mut.	52,616	49,093	Great Central	171,251	171,251
36,555	410,165		Safeco	226,289	191,440	Amer. Indemnity	37,566	37,611	Great Central	343,536	343,536
33,887	191,440		Safeguard	85,854	57,539	Amer. Mercury	52,641	48,699	Great Central	343,536	343,536
72,703	85,854		St. Paul F. & M.	476,474	116,437	Amer. Motorists	50,142	75,567	Great Central	343,536	343,536
41,226	116,437		St. Paul Mercury	157,159	172,125	Amer. Mutual Liability	146,467	81,950	Great Central	343,536	343,536
45,500	172,125		Selective	45,374		Amer. States	793,490	721,999	Great Central	343,536	343,536
50,406			Service Casualty	46,165		Amer. Surety	245,687	200,062	Great Central	343,536	343,536
31,856	46,165		Shelby Mutual	1,639,656	1,622,884	Associated Indemnity	50,912	29,564	Great Central	343,536	343,536
91,474	1,639,656		Springfield F. & M.	49,972	49,196	Auto-Owners	171,785	160,144	Great Central	343,536	343,536
48,373	49,972		Standard Accident	301,270	350,462	Beacon Mut. Indemnity	116,379	118,066	Great Central	343,536	343,536
35,161	350,462		Standard Marine	29,347	30,080	Boston	45,649	42,445	Great Central	343,536	343,536
47,331	29,347		Stuyvesant	196,698	173,485	Buckeye Union Fire	31,249		Great Central	343,536	343,536
64,847	173,485		Sun Office	64,110	90,082	Camden Fire	30,480		Great Central	343,536	343,536
64,255	90,082		Trinity Universal	369,587	332,451	Celina Mutual	220,426	189,884	Great Central	343,536	343,536
92,036	332,451		United Public, Ind.	104,600	39,742	Cincinnati	99,691	62,283	Great Central	343,536	343,536
13,369	39,742		U.S. Casualty	42,153	57,104	Citizens Casualty	44,250	39,758	Great Central	343,536	343,536
39,774			A&S	1,095,694	133,216						
31,131			Ohio Medical Indem.	23,480,255	22,306,515						
492,148			Travelers	17,907,306							
121,059			Medical Mutual, O.	10,989,232	9,226,795						
52,643			Mutual Benefit H. & A.	9,187,296	8,346,569						
51,938			Continental Casualty	5,735,299	5,521,719						
360,170			Nationwide Mutual	4,300,865	4,928,655						
186,280			American Casualty	1,333,133	1,165,857						
102,918			Commercial	1,329,590	712,275						
142,199			Grange Mutual Casualty	1,246,254	1,120,206						
268,652			Mass. Protective	1,079,396	1,038,655						
361,601			Allstate	470,965	370,613						
32,815			Amer. Employers	35,343							
120,119			Amer. Progressive Health	518,999	507,963						
483,737			Associated Indemnity	37,126	31,731						
200,170			Beacon Mut. Indemnity	254,988	279,107						
37,181			Celina Mutual	68,742	79,151						
206,202			Combined	789,229	697,498						
100,346			Craftsmen	266,334	244,991						
362,107			Employers Mut. Liab., Wis.	37,887	38,016						
74,566			Federal Mutual	30,907	45,065						
779,388			Fidelity & Casualty	219,031	224,041						
257,091			Fidelity-Phenix	629,839							
42,016			General Accident	25,578	65,065						
45,119			Great American	71,181	94,472						
63,465			Hardware Mut. Cas.	39,722	43,299						
41,802			Hartford Accident	360,259	337,469						
154,692			Health Service, Ill.	326,744	264,012						
247,319			Hoosier Casualty	549,002	631,896						
104,611			Indemnity of No. Am.	873,271	1,005,353						
327,093			Inter-State Assurance	828,005	879,369						
60,670			Kansas City F. & M.	214,682	202,519						
.987,624			Liberty Mutual	45,234							
132,049			Lumbermens Mut. Cas.	693,551	506,878						
285,346			Maryland Casualty	509,184	499,234						
120,873			Mass. Bonding	156,401	164,458						
1,000,724			Mass. Casualty	52,992	80,792						
94,301			Medical Indemnity	772,161	743,401						
58,836			National Casualty	654,189	613,865						
52,936			Newark	1,000,724	975,645						
Worth 4-7400			Ocean Accident	30,541	37,462						
We are pleased to announce			Permanent, O.	34,352							
that, effective May 1, 1960, the Gosz Agency will become affiliated with us. We are also pleased to advise you that Mr. Al Gosz will become associated with us as Vice President and that his entire staff will merge with this office.			Pioneer Mut. Casualty	1,060,150	519,619						
DAVID C. WHITE AGENCY, INC.			Poulson, Ill.	67,559	70,933						
55 John Street, New York 38, N. Y.			Progressive Casualty, O.	124,186	83,218						
worldwide insurance			Progressive Mutual, O.	87,316	89,039						
XUM			Queen	94,301							
58,836			Royal Indemnity	58,836	52,936						
93,381			St. Paul F. & M.	93,381	83,648						
59,513			Secured	59,513	189,176						
68,704			State Auto Mutual, O.	68,704	73,437						
155,933			Trinity Universal	155,933							

Liability (Not Auto) BI

	Direct Premiums Written 1959	Direct Premiums Written 1958			Direct Premiums Written 1959	Direct Premiums Written 1958				Direct Premiums Written 1959	Direct Premiums Written 1958
Columbia Casualty	26,182	39,986	Columbus Casualty	87,052	78,739	Ohio Farmers	827,154	778,452	Ohio Security	27,932	27,932
Employers Liability	58,692	62,186	Ohio Valley	234,785	172,845	Ohio Valley	25,883	25,883	Old Colony	38,573	45,119
Federal	633,374	638,677	Pacific National	503,382	536,564	Pacific National	78,150	60,166	Pearl	89,882	63,524
Fidelity & Casualty	1,070,575	1,070,666	Pearl	197,259	52,787	Pearl	99,351	99,351	Pearl Indemnity	392,582	312,040
Fidelity-Phenix	1,249,818	1,166,493	Perkins	513,517	432,221	Perkins	604,133	604,133	Perkins	604,133	604,133
Fireman's Fund	1,205,870		Phenix	364							



FINAL EXAM for an insurance program.
Your client, perhaps...or that prospect who delayed a final decision. Too late to bring values up to current price levels. No chance now to plug gaps in coverage.

The scene might well be kept in mind; we never know when or where the exam will be held.

*An L&L fieldman is trained
to provide expert assistance
in account analysis. Give him
a call, soon.*



LONDON & LANCASHIRE GROUP

THE LONDON & LANCASHIRE INSURANCE COMPANY, LTD.
SAFEGUARD INSURANCE COMPANY
STANDARD MARINE INSURANCE COMPANY, LTD. (Fire Department)

**20 Trinity Street, Hartford, Connecticut
NEW YORK • CHICAGO • SAN FRANCISCO**

A Firm Friend of the American Agency System



"PER DIEM" . . . "VALUED FORM" . . . "NO COINSURANCE" . . . "ALL RISK" . . . "DEDUCTIBLE" . . . ORDINARY INSURANCE LEXICON? NOT WHEN THEY PRECEDE THE WORDS: "U & O" OR "BUSINESS INTERRUPTION"! JUST AN EXAMPLE OF ANKA'S EXCITING NEW APPROACHES TO A LINE, NEW OR OLD, TO REMOVE IT FROM COMPETITION. WE'RE SOLVING THE PROBLEMS OF OTHERS, MAY WE TRY SOLVING YOURS?

your key to new markets

anka UNDERWRITERS AGENCY, INC.

Mitchell 2-7979 • 10 Commerce Ct., Newark 2, N.J.
NEW YORK BOSTON CHICAGO

	Direct Premiums Written 1959	Direct Premiums Written 1958		Direct Premiums Written 1959	Direct Premiums Written 1958
Amer. Casualty	73,383	55,713	Ohio Casualty	135,359	155,618
Amer. Employers	54,991	American States	84,062	76,432
American	120,476	46,389	Ohio Farmers	73,321	88,585
Amer. Motorists	31,508	Travelers Indemnity	68,583	69,686
Amer. Surety	64,880	71,063	Aetna Casualty	62,968	55,070
Auto-Owners	49,085	40,201	U.S.F.&G.	57,433
Celina Mutual	52,826	44,942	Hartford Accident	56,396	46,162
Commercial	71,337	94,373	General Accident	54,534	37,841
Employers Liability	109,200	173,762			
Employers Mut. Liab., Wis.	72,963	63,491	Amer. Casualty	26,420
Federal	113,466	97,441	American	35,556
Fidelity & Casualty	189,673	155,633	Celina Mutual	41,715	33,657
Fireman's Fund	92,716	61,024	Commercial	25,310
General Accident	158,857	212,695	Continental Casualty	28,697	27,078
General, Seattle	63,546	Fireman's Fund	36,405	31,388
Glen Falls	58,246	52,556	Globe Indemnity	35,491	27,386
Globe Indemnity	114,744	122,028	Home Indemnity	33,670	34,319
Grange Mutual Cas.	100,741	80,464	Indemnity of No. Am.	34,230
Great American	48,102	Lumbermens Mut., O.	26,561
Great Central	38,194	36,318	Maryland Casualty	50,708	40,086
Home Indemnity	75,755	71,980	Royal Indemnity	36,816	25,478
Liberty Mutual	195,455	245,002	St. Paul F.&M.	32,453	102,363
Lumbermens Mut. Cas.	41,489	32,343	Zurich	28,415
Maryland Casualty	234,569	293,668			
Massachusetts Bonding	26,395			
Motorists Mutual	85,289	76,392			
National Union Fire	37,942	30,616			
Nationwide Mutual	181,319	160,541	Buckeye Union Casualty	509,464	448,910
New Amsterdam Cas.	119,403	104,187	Aetna Casualty	417,901	364,975
Ocean Accident	69,448	63,127	Travelers Indemnity	396,892	414,406
Pacific National	32,303	Great Central	346,396	355,216
Republic Indemn., O.	25,717	Ohio Casualty	276,494	268,198
Royal Indemnity	140,547	90,727	Hartford Accident	217,917	183,446
St. Paul F.&M.	151,300	134,007	U.S.F.&G.	183,713	182,339
Shelby Mutual	71,199	63,855	American States	176,751	157,977
Standard Accident	80,455	92,208	National Surety	174,218	150,380
State Auto Mut., O.	126,929	122,933	Indem. of No. Am.	172,484	146,358
Trinity Universal	49,328	46,245			
U.S. Fire	33,164	37,800	Aetna Fire	37,324	48,165
Western Casualty	58,467	54,895	Amer. Casualty	92,833
Wolverine	62,920	64,927	Amer. Employers	39,957
Zurich	68,065	83,493	American	70,911

Fidelity

Fidelity & Deposit	432,689	401,291	Celina Mutual	52,410	40,34
Federal	327,472	344,453	Commercial	31,669	25,13
Fidelity & Casualty	312,585	281,469	Continental Casualty	106,748	115,40
Ohio Casualty	310,652	339,461	Employers Liability	45,482	41,81
National Surety	275,315	208,048	Fidelity & Casualty	109,705	86,45
Aetna Casualty	268,924	240,118	Fidelity & Deposit	96,061	91,98
Maryland Casualty	266,514	169,509	Fireman's Fund	104,325	92,48
U.S.F.&G.	243,424	231,734	General Accident	74,821	70,71
Travelers Indemnity	220,566	326,484	General, Seattle	38,882	46,16
Employers Liability	204,647	68,150	Glens Falls	37,037	42,15
Amer. Casualty	34,789	25,735	Globe Indemnity	44,466	75,52
Amer. Employers	54,991		Great American	48,138	29,07
American	29,327		Home Indemnity	90,933	55,83
Amer. States	32,589		Liberty Mutual	98,273	86,82
Amer. Surety	184,204	229,848	Lumber. Mut. Cas.	27,533	40,88
Buckeye Union Casualty	144,453	156,726	Maryland Casualty	134,246	153,46
Continental Casualty	82,888	62,713	National Union	36,938	77,37
Employers Mut. Liab.	141,041	149,287	Nationwide Mutual	152,108	
Fireman's Fund	60,578	46,607	New Amsterdam Cas.	35,525	54,45
General, Seattle	38,909	40,483	Ohio Farmers	139,691	131,515
Glens Falls	33,130	36,076	Royal Indemnity	45,238	47,16
Hartford Accident	162,037	172,422	S. Paul F.&M.	99,175	
Home Indemnity	48,507	41,498	Shelby Mutual	65,555	69,07
Indemnity of No. Am.	128,568	134,527	Standard Accident	65,749	58,82
Liberty Mutual	115,384	120,313	Trinity Universal	38,404	33,52
Lumber. Mut. Cas.	77,813	73,971	Western Casualty	33,809	
New Amsterdam Cas.	34,582	42,845	Wolverine	38,153	41,42
Ohio Farmers	40,936	36,405	Zurich	35,356	
Progressive Mutual	30,242				
Royal Indemnity	33,412				
St. Paul F.&M.	136,017	224,560	American Employers	38,586	
Seaboard Surety	56,003	82,896	American Guarantee	58,270	86,51
Standard Accident	38,954	33,475	American Motorists	33,792	113,08

Boiler and Machinery

Surety		Employers Liability	62,525	169,191	
Buckeye Union Casualty ..	760,906	798,555	86,935		
Aetna Casualty	667,351	737,003	158,274		
Travelers Indemnity	513,391	644,868	31,804	30,900	
U.S.F.&G.	501,032	488,539			
Ohio Casualty	423,092	529,065	1,425,316	1,590,018	
Federal	453,391	575,871	374,910	691,418	
Fidelity & Deposit	360,163	348,544	39,351		
Maryland Casualty	294,357	346,569	789,291	752,407	
St. Paul F.&M.	262,689	29,007	Ocean Accident	60,476	217,546
Continental Casualty	249,635	214,124	Royal Indemnity	77,841	28,322
Actua Fire	38,326	47,702	Travellers Indemnity	701,686	230,851
Amer. Casualty	95,724	101,965	Zurich	32,883	
Amer. Employers	33,281				
American	39,913				
Amer. States	76,508	71,037			
Amer. Surety	191,508	261,036			
Columbia Casualty	29,427				
Commercial	42,013				
Employers Liability	51,723	85,947			
Fidelity & Casualty	145,978	129,235			
Fireman's Fund	63,927	81,858			
General, Seattle	157,216	145,529			
Glens Falls	95,192	87,564			
Globe Indemnity	72,431	65,049			
Great American	37,324	35,371			
Hartford Accident	180,089	167,235			
Home Indemnity	72,813	79,267			
Indemnity of No. Am.	135,593	153,451			
Massachusetts Bonding	58,332	90,818			
Midwestern Indem., O.	30,032	31,505			
National Surety	221,962	173,943			
New Amsterdam Cas.	77,281	113,478			
Ohio Farmers	109,983	75,572			
Peerless	89,449	89,213			
Reliance	36,655				
Royal Indemnity	86,199	62,334			
St. Paul Mercury	25,447				
Seaboard Surety	216,113	287,478			
Standard Accident	149,456	205,213			
Summit Fidelity & Surety	85,386	92,168			
Trinity Universal	174,492	163,846			
United Bonding	64,090				
Western Casualty	162,959	458,446			
Western Surety	132,283	152,138			

Zurich has appointed Jeanne M. Narigan personnel supervisor at Chicago to replace Mrs. Diane Perrin, who is leaving the company. Miss Narigan has been with Liberty Mutual and Aetna Casualty.

Agents Still Want FIA Policy Change

(CONTINUED FROM PAGE 11)
it was disclosed to NAIA last November, Mr. Warner observed.

In January when the technical conference subcommittee met with Inter-Regional Insurance Conference, the matter was brought up again. The subcommittee was told that FIA had discussed the matter with a number of larger insureds, none of whom evidenced any objection. Accordingly, FIA was surprised over the concern of agents.

Suggested Guaranty Fund

At the January meeting, Mr. Warner said, agents also suggested a guaranty fund similar to that of London Lloyd's, but this idea was unfavorably received. Agents discussed the question of agency countersignature regulations in several states. FIA believes that the signature by an agent of any member company is sufficient to meet the requirements of these regulations. Agents, he said, do not agree with this interpretation. At the FIA's request, agents submitted a letter outlining their suggestions. Agents also requested that smaller FIA policies continue to be handled on the present reinsurance basis.

Discussions held by the NAIA subcommittee with Inter-Regional and Multi-Peril Insurance Conference resulted in agreement of the two organizations to conduct thorough research into many areas, including small premium policies, reporting form changes, commercial property forms, the 1959 homeowners, and new farm dwelling and motel package policies.

Companies generally are reluctant to insure low value dwellings, Mr. Warner noted. The aim of his committee is to secure a market for agents by working out either an adjustment in rate or some other method to offset the cost of handling small premium policies by company and agent. The matter is of great interest to the companies themselves. IRIC will study the matter further. Agents believe that an increase in minimum premium which companies have been considering will not be a solution. Also, agents do not want any solution that will close the market for small dwellings.

Changes Recommended

Several important changes have been recommended by agents in various parts of the country for reporting forms. One would permit optional an-

nual adjustment of three-year policies.

The agents were advised that the commercial and industrial property forms are undergoing revision and that many improvements suggested by agents will be incorporated in the new program. There has been some delay in the forms' completion, he said.

Company representatives have expressed complete satisfaction with the 1959 homeowners, Mr. Warner said. They felt that generous premium reductions together with improvements in the forms would effectively compete with anything now being offered by direct writers, mutuals or independents. They expressed hope that credits would encourage the use of deductibles which would help solve some underwriting problems. By inference, the agent is expected to contribute his share to the rather vast rate reduction.

Attack "Give Away" Features

Agents generally are not in favor of the new program because of its many giveaway features, Mr. Warner declared. They like competitive weapons but not reductions that preclude profit to both agents and companies. But the NAIA subcommittee was told that the companies were unanimous in their support of the new program and that they felt it necessary to maintain and improve their position in the market. Having already lost a large segment of the passenger car business, the companies are now taking these steps which appear to be quite drastic in order to prevent a similar catastrophe in the homeowners field. Inas-



Are you getting your share of the profits?

Public service has shown a steady growth over the 36 years it has been serving the public. This growth has come as a result of our support of the American Agency system, a liberal commission as well as an attractive dividend and deviation arrangement. Another factor has been the sound financial status of the company and its reputation for speedy and sufficient service.

20% DEVIATION

General Liability All Forms

15% DEVIATION

Fire and Allied Lines

10% DEVIATION

Automobile, Bodily Injury and Property Damage Liability: All Classes

SPECIAL DIVIDEND PAYING

Workmen's Compensation

our deviation arrangement and liberal commission make Public Service insurance easier to sell.

Public Service

MUTUAL INSURANCE CO.

36 years of public service

HOME OFFICE

10 Columbus Circle, New York 19, N.Y.

Deviations and Dividends Shown for New York State . . . for other States write New York Office

SUPPORT:

With Ohio Farmers, you enjoy the sales support today's modern agent needs for successful selling. You get modern, up-to-date service for your policyholders . . . plus, the latest in sales aids and advertising programs and materials. Learn more about Ohio Farmer's plan to a successful future. Write us today!



Ohio Farmers Companies

Ohio Farmers Insurance Company • Chartered 1848
Superior Risk Insurance Company • LeRoy, Ohio

Audits for Casualty
and Inland Marine Carriers

K. L. PEARCE COMPANY
PAYROLL AUDIT SERVICE

PAYROLL AUDIT SERVICE—has the ability and get-up to get the job done adequately.
PROMPT SERVICE—Payroll and other casualty audits by representative field auditors.

AGENCY CONTACT ALWAYS

HOME OFFICE: INSURANCE EXCHANGE Bldg.
DES MOINES, IOWA • Phones CH 3-8649, CH 3-8640
IOWA • MINNESOTA • DAKOTAS • NEBRASKA
MISSOURI • ILLINOIS • WISCONSIN • INDIANA
MICHIGAN • KANSAS • OKLAHOMA • COLORADO
NEW MEXICO

How do Your Policies Measure Up?



In the event of a large or total loss, would your assureds have enough to cover the replacement costs?

If not, who would be at fault?

Make sure the folks who are counting on
your good judgement are ...

INSURED TO VALUE

Worcester Mutual FIRE INSURANCE COMPANY

49 Elm Street Worcester, Massachusetts

MASSACHUSETTS' OLDEST INSURANCE COMPANY

ROBERTSON, HALL & HENSHAW, LTD.

**GENERAL INSURANCE
REINSURANCE
SAFETY ENGINEERING**

EXCESS & SURPLUS LINES

1210 Sherbrooke St., W.

Montreal 2, P.Q.

Victor 2-9881

Enquiries from Brokers Solicited

much as result will be the only proof of this argument, the subcommittee concentrated its attention on some operational objections. The agents specifically objected to the unlimited pro rata cancellation provision and pressed the argument that free cancellation would be a great burden to agents, public and companies. Nothing could be done about the 28 states where the plan already was in operation, but it was agreed that when agents in a state wanted an anniversary-only pro rata and cancellation rule, the bureau would file on that basis.

Agents are now realizing, he said, that homeowners business cannot be serviced on the commissions produced at the greatly reduced rates. Where the 1959 filing has not yet been approved, he recommended full examination and offered files and assistance of his committee.

Remedy Sought

Shortly after the property committee was commissioned, Mortgage Bankers Assn. asked if something could not be worked out in cooperation with agents to relieve the increasing problems surrounding the handling and acceptance of homeowners policies on mortgaged properties. MBA objected to the heavy cancellation and rewriting caused principally by cap-

tive agents. Banks also objected to having the escrow account used to accumulate premiums for such unrelated hazards as automobiles, motor boats, etc.

The property insurance committee indicated it was quite willing to work with MBA and in turn expressed objection to many of the practices of mortgage bankers such as non-uniformity in regulations governing acceptance of policies, fees charged or threatened in many territories for substitution of policies, and other hardships imposed on agents' clients seeking to secure broader coverages.

This led to a meeting in Chicago in late February. A most cooperative attitude developed, along with, for the first time, a feeling of common interest and respect.

Mr. Warner said agents believe that some sort of divisible policy must be utilized. For example, a three part policy, part 1 being dwelling fire and extended coverage only and parts 2 and 3 being the other personal property and casualty coverages. Under this plan, part 1 only would be paid out of the escrow funds. This coverage could not be cancelled for the non-payment of premium due on parts 2 and 3. There are already some refinements of this idea in process. The committee will present the matter formally to the companies as soon as possible.

N. Y. Mutual Agents Will Preview Future

Theme for the annual convention May 9-10 of Mutual Agents Assn. of New York at Syracuse, is "The Soaring Sixties—A Decade of Challenge."

Superintendent Thacher will discuss developments likely to affect insurers in the next decade. He will also answer questions from the floor. William S. Hults, New York commissioner of motor vehicles, will discuss trends in motor vehicle laws. John Alsop, president Mutual of Hartford, will make predictions on trends in the business, in a panel moderated by William N. Woodland, manager Mutual Fire Insurance Assn. of New England. James Malfetti, executive officer of the safety research and education department Columbia University, will describe new methods of selecting young drivers most likely to be accident-free. John Keyser, Kalamazoo, president NAMIA, will outline plans for his group.

"School Daze" is the title of multiple sessions which will consider IBM agency bookkeeping; agency contracts and legal obligations; pros and cons of merit rating; agency taxation; the 1959 homeowners, and the costs of advertising by mutual agents.

Carlos P. Romulo, Philippine ambassador to the U.S. will deliver the luncheon address May 9.

William H. Harmer, Seattle local agent, has sold his agency to Lyle Jenks Inc. Mr. Harmer is a past president of King County Insurance Assn.

American Has Two West Coast Changes

American has named Ralph W. Knapp production manager at Los Angeles. William C. Beisang has joined the company there as fire manager.

Mr. Knapp, with the group since 1939, began as an underwriter at San Francisco. After service in World War II he was in the local agency business for five years before rejoining American. He became a special agent in 1951 and was named fire and marine manager at Los Angeles in 1957.

Mr. Beisang had been with Founders of Los Angeles since 1946 in fire underwriting capacities, most recently as vice-president. Before that he was with St. Paul F&M. for 20 years in supervisory underwriting posts.

O'Connor Speaks At Dubuque

E. H. O'Connor, managing director Insurance Economics Society and a tireless worker in opposition to federal intrusion in the A&S field, spoke April 20 before the Dubuque, Ia., Chamber of Commerce on the Forand bill and related legislation. This was a joint meeting of doctors, business men and all branches of insurance. Mr. O'Connor was scheduled originally to address the life underwriters, but the meeting got so large that it was changed into a city affair.

In addition to stressing the deficiencies of Forand type proposals, Mr. O'Connor urged that views of those against such legislation be expressed to senators and congressmen.

Service Beyond The Treaty
Intelligent Reinsurance Analysis
FIRE • CASUALTY • TREATY • FACULTATIVE

REINSURANCE
Charles A. Pollock,
President
CHICAGO 4, ILLINOIS • 141 W. JACKSON BLVD.
WAbash 2-7515

Agency Inc.

Eye Problems In Unauthorized Field

(CONTINUED FROM PAGE 2) auto business on an unauthorized basis. Several have gone broke. He said Oregon is having no trouble with surplus lines, of which \$5 million in premiums was produced in 1959.

At the invitation of Mr. Wikler, Mr. Brown outlined the financial strength of London Lloyd's and the safeguards maintained by underwriters there. On direct business they pay a 4% federal stamp tax—this is 1% on A&S, and the state premium tax that is applicable.

Does Lloyd's pay a tax on reinsurance premiums? Mr. Wikler asked. Under some circumstances, yes—a 1% federal tax, Mr. Brown replied.

Mr. Berry doesn't think the tax on Lloyd's business was indicative of the tax problem in this area. That problem is posed by business exported direct to non-admitted insurers to escape the tax, Mr. Berry said; for example, business that goes to Montreal.

He said that he believes the modernization of surplus lines laws that is presently under way in several states may succeed in overcoming the effect of court decisions under which there is question of the legality of the state tax if insured goes out of state to negotiate the insurance.

Testing Tex. Statute

Mr. Shaw in his remarks said the Texas statute presently is being tested in this respect. The Florida law doesn't apply the tax when insured obtains insurance outside the state and pays for it outside the state, he said. He suggested adding an item to the agenda of the committee—the problem of complying with many state laws when insured operates in several states.

Mr. Shaw also urged caution in correcting problems in this field so as to avoid depriving insured of access to the non-admitted market.

Mr. Garrison declared that the 23-year-old surplus lines law works fine in California. An industry committee passes on whether risks are of a character for export. The law, as it should, gives the preference to admitted insurers. He sees no objections to a set of guiding principles applicable to the conduct of the business in all states, though in the past there have been some objections to a uniform surplus lines law because of differences in insurance laws state to state that require different treatment.

His association is working on the idea of a qualified list of unauthorized insurers, a suggestion made by the commissioners for exploration.

Of all California premiums, the per-

cent exported has declined every year since 1955 and was \$26,393,825, or 1.54% of the total, in 1958.

What about insurance that doesn't go through the association, that is directly placed in Canada for example? Mr. Garrison was asked.

"We don't export business to Canada," he replied. Members paid almost \$800,000 in taxes in 1958. The association finances the stamping office. All business written in California, at least all that placed in Lloyd's, goes through the association. Perhaps business is placed in Tangier or elsewhere. He doesn't know about such "illegal business."

6% Charge In Okla.

Mr. Hunt said that Oklahoma charges a 6% tax on such business. That state is trying to get Lloyd's to provide it with copies of dailies so it can tell if the tax is paid on direct business.

In California does the commissioner have anything in writing from Lloyd's? Mr. Hunt asked. Not in writing, Mr. Garrison said, but the working arrangement has been in effect for many years and is effective. Mr. Howell asked if Lloyd's would enter into the same arrangement in other states. Mr. Garrison and Mr. Brown said they didn't know.

Alfred Bennett of the New York department's liquidation bureau spoke up for requirement of a deposit from unauthorized insurers. Otherwise claimants against such an insurer that goes out of business or goes broke are helpless—they can't go to Oklahoma to file claims, or to London.

Wants Uniform Law

Mr. Berry commented on the 10 suggestions made by the commissioners for study. He is still interested in getting a uniform surplus lines law. He doesn't know how non-admitted alien insurers could be examined. Recent drafts of state legislation do establish standards for qualification of non-admitted insurers.

If a national list of qualified surplus lines insurers were set up, he asked who would set it up and who would be responsible if a name was left off that was entitled to be on or one put on that wasn't qualified to be there.

As to setting up a national stamping office to audit surplus line policies, Mr. Berry was sympathetic but doubts it is practical. He would like to see the study made of requiring non-admitted insurers to make deposits in states where they write business.

The suggestion of revising rating

laws to encourage domestic companies to write lines now in the surplus market raises questions of discrimination, he said. The commissioners have started on a revision of the annual statement to require detailed reporting of all organizations involved when reinsurance is listed, he said. He is opposed to requiring licensed companies to apportion risks to non-admitted insurers and be responsible for them.

Mr. Mertz said he tentatively opposes a national stamping office and requiring licensed companies to apportion risks.

Joseph Humphreys, former Massachusetts commissioner, asked if any representatives of foreign insurers besides Lloyd's were on hand. The question was met with silence.

Kirchoff Is Secretary Of American Indemnity

American Indemnity has advanced W. F. Kirchoff from assistant secretary to secretary. He is in charge of the agency department. New assistant secretaries in the automobile and general liability underwriting department are L. H. Wingett and E. S. Griffith.

Poulson To Executive Committee Of NAIA To Replace W. F. Grandy

CINCINNATI—The National Board of State Directors of National Assn. of Insurance Agents, at their midyear meeting here, elected Harry W. Poulson of Boise to the executive committee of NAIA to serve the unexpired term of William F. Grandy, Sioux City, who died early this month. A past president and now state national director of the Idaho association, Mr. Poulson has been chairman of the steering committee and a wheelhorse in NAIA activities.

Mr. Grandy's term ends next fall and it is understood that Mr. Poulson does not wish to serve beyond that time. He had previously stated that he will not be a candidate for reelection as Idaho state national director this fall.

Richard A. Natalizio has joined the Bardwick agency of Harvey, Ill., as underwriter and assistant manager. He has been with Glens Falls at Milwaukee as a multiple line underwriter.

Next time you have the opportunity to write a trucking risk, contact...

GENERAL AGENTS

THE ARMSTRONG GENERAL AGENCY
614 American Building
Seattle, Washington MA 2-5232

FRANK J. DELMONT AGENCY, INC.
2397 University Avenue
St. Paul, Minnesota MI 5-6421

DORNBURGER & CO., INC.
Gas Company Building
Sioux Falls, South Dakota Phone: 4-7761

BJORNSEN, INC.
(North Dakota, only)
36 North Third Street
Moorhead, Minnesota CE 3-1503

GREAT WEST UNDERWRITERS, INC.
2607 Dakota Ave
South Sioux City, Nebraska Phone: 4251

MILLER AND WEBSTER, INC.
The Madrid Building
Louisville, Kentucky JU 4-1748

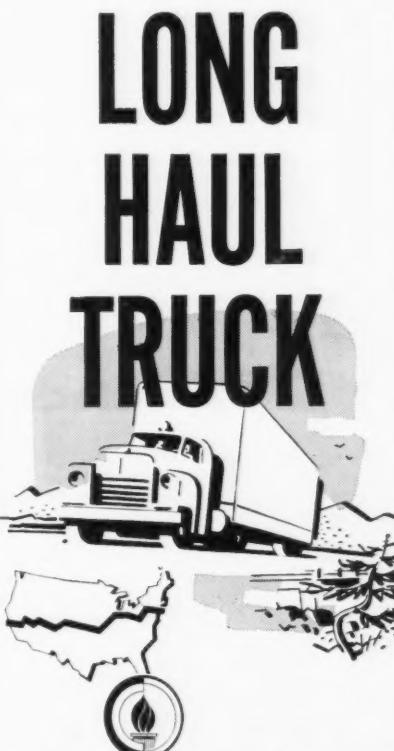
THE SEIGEL COMPANY
16633 Livermore Ave
Detroit 21, Michigan UN 3-2800

HOME UNDERWRITERS
118 North East First Avenue
Miami, Florida FR 1-6673

WESTERN GENERAL AGENCY
346 East Second, South
Salt Lake City, Utah EL 5-2807

SOUTH CENTRAL UNDERWRITERS
2508 Cedar Springs Avenue
Dallas, Texas RI 8-4026

HOMER BRAY SERVICE, INC. OFFICES
CHICAGO 4, ILLINOIS
208 South La Salle Street STATE 2-3200
DENVER, COLORADO
655 Broadway Building Acme 2-3705
EVANSTON, ILLINOIS
1633 Central Street Davis 8-9600
LOS ANGELES, CALIFORNIA
611 South Catalina DUNkirk 8-3313



CENTRAL CASUALTY COMPANY

 HOMER BRAY SERVICE, INC.

OVER THE "LONG HAUL", IT WILL PAY YOU TO DEAL WITH
"LONG HAUL SPECIALISTS."

CENTRAL CASUALTY COMPANY • 1633 Central Street, Evanston, Illinois

Please send me rates and information!

Name _____

Company _____

Address _____

City _____ Zone _____ State _____

"There are no circumstances, however unfortunate, that clever people do not extract some advantage from them."

LA ROCHEFOCAULD

A capable employee's loss was a hard blow, but the agent rediscovered his own capacities and became a better man than ever before.

New **Amsterdam**
CASUALTY COMPANY

BALTIMORE

NEW YORK

Editorial Comment

Marketing Starts After Understanding

Some of the companies at long last are analyzing the agency sources of their business. In assessing their present position in the marketing of insurance, they find they need to determine what agencies are producing how much and what kind of business for them. This is essential before they can make any plans to improve their marketing effectiveness in the future.

These companies are making amazing discoveries. They are finding that not only are agents and agencies different but the range and variety of difference are prodigious. They are learning that intelligent discrimination between sources on business would have kept them out of many of their difficulties in recent years and left them a good deal further ahead in the marketing procession. They are discovering that what happens in distribution can nullify most of what is done by the company (if it is done) to keep its house in order—underwrite, invest, handle claims, do paper work and stay in or close to the black.

One company with 15,000 agents gets a third of its volume and half its profits from 700 agencies, for an average of \$24,000 per agency. Another large, successful company has only 2,500 agencies the country over for an average of \$35,000.

Another company, setting out to find answers to several marketing and underwriting problems, spent months closely analyzing its business agency by agency. It had 6,000 agents in the territory. But which ones had been and were profitable for it, the insurer?

The company found that if an agency was not giving it \$5,000 a year, the company's loss ratio was in the red on that agency's volume. This relation between volume and loss ratio is pretty consistently borne out in the experience of other companies.

At \$5,000 the loss ratio was at the break even point. At \$8,000 it was nicely in the black.

Of the 6,000 agencies, 1,000 or 16%, produced \$5,000 or more. This is another figure that appears startlingly

similar for many companies.

Among the 1,000 agencies were about 100 that produced loss ratios untypically high (usually for reasons not hard to discover). This 100 was put to one side.

This left 900, among which were a few (surprisingly few) so troublesome as to make them intolerable for expense and other reasons: They constantly demanded company talent—field engineering and other. They insisted on world series tickets in large quantities, or theatre tickets, dinners and drink. These were put to one side.

The remaining agencies were then subjected to scrutiny and a further standard applied. Had the agency made any arrangements for continuity? Was it worth cultivating for the future? An agency whose principal or principals are old and whose plans and personnel contain no provision for young talent has little to offer the company planning a distribution program that will live and grow in the future. These were set to one side.

Now left were approximately 700 agencies, 5,300 fewer than the number with which the company started.

With the 700 agencies the company has had a past (obscured, to be sure, by the dust of the 5,300 which produced little but trouble) and a future. These agencies the company can afford to offer a profit sharing or incentive plan based on volume, in-

crease, lack of error, low expense, good loss ratio.

Among agencies producing a loss ratio of around 50% were some that met the other standard, or most of them. In this group were agencies that would respond to cultivation and cooperation. These were added to the list of prime production units.

With this kind of agency plant the company saves expenses and loss money. It can readily induce growth of high quality business. It can afford to supply more engineering, more advertising, more marketing. It can work out special campaigns. It can consult with agents of this character on product, procedures and marketing. With this selection, the company can establish a creative partnership that is highly satisfactory to both partners.

This is the beginning of marketing for one insurer.—K.O.F.

died in 1954, had been for many years vice-president of Mutual Trust Life of Chicago.

ROSS J. HARMON, 72, who retired in 1953 after many years in the Illinois field for Home, died at his home in Morton, Ill. Since his retirement from active field duty, Mr. Harmon had served as secretary of Illinois Fire Prevention Assn. When he retired he was in charge of field operations in southern Illinois for Home. He was a past president of Illinois Fire Underwriters Assn. and was prominent in the affairs of Blue Goose.

BARTON J. SHINBERG, 32, agent at Lansing, died there of cancer.

Stocks

By H. W. Cornelius of Bacon, Whipple & Co.
135 S. La Salle St., Chicago, April 26, 1960

Bid Asked



Dr. S. J. Nilson

DR. SIEGFRIED J. NILSON, 76, medical director emeritus of America Fore Loyalty Group, died at St. Luke's Hospital in New York. He joined America Fore in 1912 as a medical adviser. He was appointed medical director in 1918 and in 1952 was appointed a vice-president of the America Fore companies. He became medical director emeritus in 1957. He founded America Fore's laboratory of industrial hygiene and toxicology for the detection and elimination of toxic and hazardous products and processes in industry. He was the author of many articles and papers on medical and health topics.

C. A. SCHUTZE Sr., 64, Austin agent, died.

JOHN W. MILLER, Cleburne, Tex., agent, died.

MRS. CLAUDE P. COATES, wife of the past president of National Assn. of Mutual Insurance Agents, died at Fort Worth. She was a dancing instructor who taught actresses Mary Martin and Ginger Rogers.

MRS. A.B. SLATTENGREN, 86, who died at Riverside, Ill., was the mother of George B. Slattengren, president of Seaboard Surety. Her husband, who

continued to new and conventional products, said their significance.

Produced U. S. su-

and listed ber, but

The cost

1959 wa-

At the

tories h-

years or

49% o-

ave-

cially cl-

sion is through by fed-

grams. S-

ey for ne-

Accord-

Health,

senior c-

March,

this fig-

The i-

technique

activity

surv-

ing c-

aged pe-

One o-

250,000 p-

in a 12-

1959.

Nume-

aged pe-

the esti-

covered

by able

to re-

the reti-

of the p-

Other w-

their g-

policies.

Personals

J. CARTER KING JR., whose Albany, Tex., agency has been operating since 1883, has been elected president of West Texas Chamber of Commerce.

A. LAWRENCE PEIRSON JR., president of Massachusetts Bonding, has been named "man of the year" by Boston Board. This is in recognition of his work over the years with Insurance Producers Council and Casualty Insurance Companies Serving Massachusetts on compulsory auto. He will be honored at the annual dinner of the board May 4.

THE NATIONAL UNDERWRITER

The National Weekly Newspaper
of Fire and Casualty Insurance



Published by
The National Underwriter Co.

OFFICERS

John Z. Herschede, President
Louis H. Martin, Vice-President
Kenneth O. Force, Vice-President
H. P. Gravengaard, Vice-President
Robert B. Mitchell, Vice-President
George C. Roeding, Vice-President
James C. O'Connor, Secretary
Joseph T. Maloney, Treasurer

ADVERTISING OFFICE

175 W. Jackson Blvd., Chicago 4, Ill.
Tel. WAbash 2-2704 TWX CG 654
John C. Burridge, Managing Editor
Richard G. Ebel, William Faltysek and
R. R. Cusacan, Assistant Editors
Marjorie Freed (production) and
Barbara Swisher, Editorial Assistants

BUSINESS OFFICE

420 E. Fourth St., Cincinnati 2, Ohio
Charles P. Woods, Sales Director

REGIONAL SALES MANAGERS

Fred Baker, Atlanta

Paul Blesi, Cleveland

Alfred E. Cadis, Dallas

David Chapman, Des Moines

J. T. Curtin, New York

Dana L. Davis, Boston

James E. McSurely Jr., Denver

William J. Gessing, Detroit

Clarence W. Hammel, New York

Roy H. Lang, Boston

Howard J. Meyer, Minneapolis

Raymond W. Rieke Jr., Los Angeles

William D. O'Connell, Chicago

George C. Roeding, Cincinnati

A. J. Wheeler, Chicago

Robert J. Wieghaus, Chicago

George E. Wohlgemuth, St. Louis

Robert I. Zoll, Philadelphia

Surety Assn. Annual Set For N. Y. May 12

Surety Assn. of America will hold its annual meeting May 12 at Astor Hotel, New York. Association officers and executive committee members will be elected and annual reports of advisory committees will be made. Following the annual meeting, the newly elected executive committee will hold its organizational meeting.

St. Louis Blue Goose Plans Initiation, Dance

ST. LOUIS—The 1960 annual meeting and initiation ceremonies of the St. Louis pond of Blue Goose will be held the afternoon and evening of May 23 at the Clayton Elks Club. A fine class of goslings are expected to take their first swim and be initiated by the model initiation team. This will be a full dress rehearsal for the team which is pointing for the Grand Nest to be held in Detroit next August. Most Loyal Grand Gander E. C. Sauley, Great American, has accepted an invitation to attend the May 23 gathering.

SUBSCRIPTIONS: 420 E. Fourth St., Cincinnati 2. \$7.50 per year (3 years, \$20); Canada \$8.50 per year (3 years, \$23); Foreign \$9 per year (3 years, \$24.50). 30 cents per copy, back copies 50 cents. CHANGE OF ADDRESS: Enclose mailing wrapper and Post Office form 3579 with new address, and allow three weeks for completion of the change.

UL Holds Annual Meeting At Chicago

A. B. Jackson, president St. Paul F&M., was elected to the board of trustees of Underwriters Laboratories at the annual meeting in Chicago this week. He succeeds K. E. Black, president of Home.

In their regular meeting, the trustees reelected Clarke Smith, Royal-Globe group, chairman; Merwyn Brandon of Underwriters Laboratories, president; K. S. Geiges, G. E. Manning and H. B. Whitaker, vice-presidents; W. S. Austin, secretary, and H. F. Duncan, treasurer.

Mr. Brandon said in his annual report that a surging economy made 1959 a year of exceptional activity for UL label volume was 19% higher than in 1958.

As production increased, manufacturers concentrated on that phase of their operations, and new-work applications were 6% below 1958. This slight relaxation, plus a considerable amount of overtime, enabled the UL staff to reduce promise dates despite the continued scarcity of engineers, Mr. Brandon noted.

Large Range Of Products

The engineering departments continued to receive applications covering new and unusual devices, as well as conventional designs, but the range of products was so great that Mr. Brandon said the comprehensiveness of their scope could be obtained only by reference to the lists of inspected appliances.

Products from countries outside the U. S. submitted for examination, test and listing grew in diversity and number, but Mr. Brandon observed that the over-all volume remains small. The cost of UL foreign operations in 1959 was 5% of its U. S. operations.

At the end of the year, the laboratories had 840 full-time employees, of whom 10% have worked for UL 25 years or more.

49% Of 65-Plus Group Have Health Coverage

(CONTINUED FROM PAGE 2) officially classified as indigent, and provision is made for their medical needs through Old Age Assistance, supported by federal-state matching fund programs. Such persons also receive money for food, housing, clothing and other needs.

According to the Department of Health, Education & Welfare, 26% of senior citizens had health insurance in March, 1952, and by September, 1956, this figure had grown to 37%.

The introduction of new insuring techniques has marked the increased activity in the 65-and-over field by insuring organizations, according to the association. One technique has been the mass enrollment approach of issuing health insurance to large groups of aged persons in a state.

One company insured more than 250,000 persons by this approach alone in a 12-month period ending in June, 1959.

Numerous other methods of insuring aged persons are employed. Many of the estimated 51 million persons now covered by group insurance policies issued by insurance companies will be able to continue their insurance after retirement, generally with part or all of the premium paid by the employer. Other workers will be able to convert their group insurance to individual policies.

700 Attend Mass. Brokers Assn. Workshop

(CONTINUED FROM PAGE 1)

T. Graveline, Three Rivers, and Theodore D. Mann, Boston.

A. McNulty, Employers Liability, worked on the "more sales" part of the theme, with a study of coverages which he pointed out are too frequently overlooked—comprehensive 3D and the blanket crime policy.

Automation in the producer's cost-cutting picture was discussed by Lawrence Peterson, insurance accounting manager of Burroughs Corp., Detroit, and C. F. Graf Jr., applications development manager of Service Bureau Corp., New York.

The program also featured a workshop on the 1959 homeowners program, which goes into effect in Massachusetts May 2, by Bernard P. McMackin Jr., associate editor of the Fire, Casualty & Surety Bulletins.

Mr. Barry believes that of five component parts of a rate delineated by him—burning cost, administrative expense, taxes, profit and compensation of producer—only the last is an element which can be a basis of competition. He found it "interesting" that a thesis advanced in a speech given by an officer of an independent company several years ago was advanced in very similar language very soon after by Donald P. McHugh, counsel of the Senate anti-trust and monopoly subcommittee. This was the suggestion that minimum rates be made to cover only the burning cost, conceded to require use of the average experience of all companies doing business in the state, and that all other items of the rate make-up be left to open competition. Mr. Barry emphasized his belief that there is no room for competition in administrative expenses or any other element except producer compensation.

Fight For Preferred Business

Deviations and independent filings have another facet, completely overlooked, according to Mr. Barry, by the O'Mahoney subcommittee and the supervisory officials. This is that they have been made "for the sole purpose" of obtaining preferred business. The need to protect their business forces other companies to meet that competition and "an inevitable result" is that the market for the average risk grows more difficult all the time. The severe competition for the preferred risk is accompanied by competition not to write the average risk.

Inter-Regional Insurance Conference, Mr. Barry stated, "is not an advisory organization, but a dictatorial one. They are not advising rating organizations or assisting them in making filings; they are instructing them

what to file." He said New England Fire Insurance Rating Assn. has no statistics or facts to back up the 1959 homeowners filings.

"The fundamental approach to the making of rates that has prevailed from the beginning in Massachusetts has been completely disregarded," Mr. Barry said. "As a practical matter, the filing has not been made by the rating organization, because they cannot back it up and explain it in any way. They have acted on the instructions of a so-called advisory organization in making this filing with the insurance department."

Mr. Barry went on, "the insurance department has not been supplied with any facts or figures or statistical support, although it is a fundamental law that an administrative agency in approving a rate must make available the complete detail of how it was determined and that there must be available as a public document the facts, statistics and authorities which form the basis for their decision."

Urge Agents To Organize

Mr. Barry had two suggestions—one for producers and one for the business as a whole. Producers, he said, must be properly organized, using the best possible talent—legal, economic, research and other. His only criticism of agent's organizations, Mr. Barry said, "is their reluctance to face the reality" of this need and that it will cost money. If even a fair proportion of the agents and brokers would make a contribution comparable to those made by members of labor unions, "you would be in a position to make your influence felt in connection with legislation and regulation of the business."

For the business as a whole, Mr. Barry's suggestion is a rating law that "spells out in plain English how rates are to be made, so that there will be nothing left for lawyers and courts to interpret." He called for a reconsideration of the authority vested in an insurance commissioner. "Because this business is of such tremendous importance to the whole country and its economy, the rates which it uses should be turned over to the jurisdiction of a public service commission or some non-partisan and continuing body."

The agency expansion panel was a practical exercise, with plenty of observations about the advantages and pitfalls of the various methods. Mr. Mann spoke of two methods of expansion—putting on solicitors and merging with other agencies. The latter must present corresponding benefits for all parties. "How do you find someone to merge with?" Mr. Grav-



A. McNulty, Employers Liability, (left) who spoke on the sales opportunities of crime coverage at the all-day working meeting of Insurance Brokers Assn. of Massachusetts, pictured with John J. Kelly Jr., Waltham, vice-chairman of the meeting.

line said the special agents are the best source of this type of information. Mr. Fay spoke of the security offered by a merger. The step provides for vacations, protection against sickness and the like.

Greater Incentive

Solicitor remuneration should not only include a bonus, the panel pointed out, but that bonus should be tied to over-all agency production—not merely to individual solicitor performance. This provides a greater sense of identification, hence, greater incentive. In any event, there should be a base salary for the solicitor, with the incentive feature tacked on.

Messrs. Mann and Goodell emphasized the need for careful consultation on tax and legal aspects of mergers, before the merger is consummated.

Mr. McMackin explained the details of the 1959 homeowners program and answered questions from the floor. In response to one query, he offered his belief that it would be a mistake for a producer to let the homeowners transition manage him. Rather, he said, the agent should organize a program of at once letting the client know about the changes and "up-grading" his program—switching homeowners. As to homeowner 2s, increasing amounts, trading deductibles for full coverage, increasing money limits, putting on personal articles floaters, etc. This, he said, is important in a state like Massachusetts where the switch is from homeowners A, B and C and the comprehensive dwelling policy to the 1959 homeowners. Premiums are down as much as 27% and a coverage improvement program is about the only way to handle the transition and still stay on the plus side, financially. The competitive dangers of ignoring this seem severe.

Casualty Of Cal. Names Blevins

Casualty of California has appointed William C. Blevins claims manager at San Francisco. He has been with Pacific Employers in the home office, Cravens, Dargan & Co. as claims manager at Los Angeles, and American International Underwriters as Alaska manager at Anchorage.

Brewster To Discuss CPL Changes

William Brewster of the National Bureau will discuss recent changes in comprehensive liability at the April 27 educational forum of Greater New York Insurance Brokers' Assn. Marshall Rubenstein will lead a discussion of major medical coverage.



The panel which explored agency expansion methods before the all-day working meeting of Insurance Brokers Assn. of Massachusetts. From left, Robert T. Graveline, Three Rivers, Theodore D. Mann, Boston, Joseph J. Fay, Needham, and Stephen B. Goodell, Springfield.

Midwest Territorial Conference Attracts More Than 600

(CONTINUED FROM PAGE 1)

which antedates by many years the existence of the Midwest Territorial Conference as a formal organization. R. M. Byrne, Omaha, after 15 years as either a member or chairman of the conference committee, asked to be relieved of this responsibility. H. W. Mullins, Rockford, is the new vice-chairman of this committee and Donald Brain, Kansas City, secretary.

The report of the conference com-

mittee is always a high point of this meeting. This year several features made it especially important. It marked the final appearance of Mr. Byrne, it was also the first meeting since the dissolution of Western Underwriters Assn. and other regional company organizations and the absorption of their functions by Inter-Regional Insurance Conference and Insurance Information Institute. And, for the first time, the annual meeting of company and

agency representatives had been held in February, instead of in the summer. This change had been agreed upon before the dissolution of WUA, for the purpose of providing a fresh report at the conference meeting.

There naturally had been considerable apprehension about the effect of the company changes on the conference, but the reports of progress and atmosphere dispelled these fears. Mr. Byrne was assisted by Rush Carter, Chicago, vice-president Aetna Fire and former chairman Farm Underwriters Conference, and by John Hommes, Chicago, new manager of Western Actuarial Bureau. It was Mr. Hommes' first appearance before the midwest agents, he having succeeded Kent Parker when the latter went to New York this winter as general manager of IRIC, and he made an excellent impression on the agents. He followed Mr. Byrne on the platform and in a number of cases amplified Mr. Byrne's comments and reported on progress since the February meeting.

Extend Coverage

An important change, Mr. Byrne reported, is that the office contents policy will be extended to provide coverage up to 10% on merchandise and supplies. He and Mr. Hommes explained that the old custom of audit bureaus not criticizing unintentional errors of not more than \$2 will be changed to a \$3 margin and the waiver of additional or return premium developed by rate or location changes is similarly being raised from \$2 to \$3. Mr. Hommes explained that, for legal reasons, this cannot be done with increased amounts of insurance or additional coverages. The inauguration of the public and institutional property form was particularly pleasing to agents, because of the bitter competition they have faced for this business from the factory mutuals and other independents. It is now in force in two states. The agents were agreeable to an increase in the policy minimum premium to \$15 with a \$10 minimum retained short rate premium.

The Sales Department of a growing Midwest Mutual Fire and Casualty company needs two outstanding men for territories open because of promotion and company growth. One covers a 60-mile radius from Louisville. The other is in the Lexington area. Overnight travel should not exceed two nights a week. If you have had good Multiple Line Sales training and experience servicing Agents, we want to hear from you. We expect to grow on a sound basis and want men who are willing to develop and assume responsibility. You will be in your 30's or early 40's. Please mail detailed resume to Box #P-12, c/o The National Underwriter Co., 175 W. Jackson Blvd., Chicago 4, Ill.

FIRE UNDERWRITER

Rapidly expanding company needs fire underwriter with at least five years experience to take charge of underwriting for Midwest area. Top salary and promotional opportunity. Outstanding benefit program. Send confidential resume to Box #P-2, c/o The National Underwriter Co., 175 W. Jackson Blvd., Chicago 4, Ill.

AVAILABLE

Claims Superintendent, age 44, Attorney. Presently employed in responsible position involving administrative duties, including reserve and claim statistics and supervision of claims and litigation all lines. Heavy experience General Liability and Auto claims. Desires to relocate in Southeast. Reply Box P-4, c/o The National Underwriter Co., 175 W. Jackson Blvd., Chicago 4, Ill.

CASUALTY ACTUARY

Farm Bureau Mutual Insurance Company desires Fellow in Casualty Actuarial Society to head Casualty Actuarial Division. Salary open—Excellent Benefits. Contact Harlow B. Staley, Farm Bureau Building, Des Moines, Iowa.

CASUALTY EXECUTIVE AVAILABLE

Twenty years experience. Company Branch and Agency multiple lines underwriting. Overall supervision; office, personnel, claims, accounting, bureaus, insurance departments and sales. Active in Ohio, Kentucky, Tennessee, Mobile. Address Box P-11, c/o The National Underwriter Co., 175 W. Jackson Blvd., Chicago 4, Ill.

STATE AGENT FOR GEORGIA

Highly successful multiple line company needs experienced man to establish company in State. Our fieldmen have incentive bonus plan. Good opportunity. Please write John J. Schiff, Secretary; The Cincinnati Insurance Co., 2934 Central Parkway, Cincinnati 25, Ohio for interview.

General Agency needs additional facilities for fire business at multiples of Bureau rates in Michigan. We have an established plant and a favorable loss ratio. Will assist with filings if required. Reply Box P-13, c/o The National Underwriter Co., 175 W. Jackson Blvd., Chicago 4, Ill.

CASUALTY INSURANCE EXECUTIVE

Executive position in large, expanding mid-western casualty insurance company operating in many states. Must have underwriting, promotional, and executive experience in home office casualty operation. Sub-standard auto and/or transportation experience desirable. Please submit a detailed resume of experience, education, and personal background to Box P-6, c/o The National Underwriter Co., 175 W. Jackson Blvd., Chicago 4, Ill. Replies held in strictest confidence.

SPECIAL AGENT

Opportunity with top agency mutual group for young, aggressive multiple-line insurance man with field experience to handle Cleveland territory. Compact territory; company car; established agency plant. Moderate travel. Write to: R. F. Steinke, Celina Insurance Group, Celina, Ohio.

AVAILABLE MULTIPLE LINE CAPABILITY

23 yrs. experience, Agent, Branch Manager & Buyer. Well qualified for & desirous of responsible production position with a co. Age 39, with a family. C.P.C.U.; Resume on request & your confidence respected. Reply Box P-1, c/o The National Underwriter Co.

WANT COMPANY TO REPRESENT

Desire managing general agent contract for company writing sub-standard private passenger physical damage and liability or demerit auto in Ohio. Will consider company already licensed or one that will be willing to be licensed in the future. Write Box P-10, c/o The National Underwriter Co., 175 W. Jackson Blvd., Chicago 4, Illinois

UNDERWRITER

Experienced Casualty Underwriter with military or civilian aviation background. Prefer C.P.C.U. with heavy fleet experience. Unusual opportunity. Submit resume to Box P-14, c/o The National Underwriter Co., 175 W. Jackson Blvd., Chicago 4, Ill.

in Ohio. As it appears in each state, there will be 30-day period for agents to become familiar with it. It will not be recommended in the two states in the territory which still use the old term multiples, Mr. Hommes said. A supplementary sheet in dwelling schedules will break down the perils under dwelling contracts.

Mr. Byrne reported that the agents have finally given up on one of their long-standing favorites—a subscription policy. Company opposition has been so unyielding that it was removed from the agenda.

Mr. Carter explained the functions of the company organizations under the new setup. IRIC, on the national level, and WAB, for the region, are concerned with technical matters—rates, forms, rules, etc. III will handle both public and internal communications. This will include field club activities and, in general, contacts between different segments of the business, as well as with the public. He explained that it took time for III to complete organization, but that the western department is now operating in the old WUA quarters, with W. G. Dithmer, former WUA assistant manager, in charge. Mr. Dithmer was present at the meeting. Mr. Carter paid high tribute to Mr. Byrne, who was given a standing ovation.

The program followed the traditional midwest pattern, starting with committee meetings Sunday afternoon, a buffet dinner Sunday evening, two days of meetings, with no luncheons or social functions, and concluding with the dinner Tuesday evening, this year at Beverly Hills Country Club, across the Ohio River in Kentucky. For many years, the Sunday buffet had been tendered by the WUA. This year, with the WUA out of existence, it was supplied by the conference, with an increase in registration fee. There is no disposition on the part of the midwest agents to depart from its convention-type, two day program, at some other territorial conferences have done or considered doing.

Hear Top NAIA Officers

With the national board meeting at the same time, the midwest agents heard from both top NAIA officers President Paul H. Jones, Tucson, brought greetings at the opening session, along with K. H. Harger, Bowling Green, president Ohio Assn. of Insurance Agents, and J. R. Trainer, president Cincinnati Underwriters Assn. Vice-president Porter Ellis, Dallas, reported on national association affairs Monday afternoon.

Two presentations on salesmanship featured speakers from outside the insurance business and both were well received. Dr. R. H. True, visual research director, spoke Monday afternoon under the sponsorship of Continental-National group and on Tuesday morning J. T. Adams and W. T. Harris of the Merritt-Adams Training Institute of Shreveport presented their ideas on the subject. Mr. Trainer presided at an unusual feature Tuesday afternoon, when two Cincinnati physicians, Drs. B. F. Miller and B. C. Wexler of the May Institute for Medical Research, discussed modern stressed and how to avoid their ill effects.

Kenneth O. Force, New York, vice-president and executive editor of The NATIONAL UNDERWRITER, who was scheduled to be the opening speaker was unable to appear because he was recuperating from a recent hospital siege. J. C. O'Connor Cincinnati, secretary The National Underwriter Co. replaced him and spoke on the present competitive situation.

73% Like Give

Insur California
bership,
satisfied
However
were m
consider
In or
1. A
debit bu
2. E
ture by
3. R

PR

Low
than
tingu
the r
Lea
from
with
and
term
cost
ach
equ

TR

209

J.

81

Lea

from
with
and
term
cost
ach
equ

TR

209

J.

81

TR

209

J.

81

Se

O'

M

BOW

MAN

CO

SAN

Ra

30 N.

XUM

73% Of Cal. Brokers Like Safe Driver Plan; Give Recommendations

Insurance Brokers Exchange of California, after a survey of its membership, has reported that 73% are satisfied with the safe driver plan. However, a number of suggestions were made for correcting what they considered to be major faults.

In order of importance, they are:

1. Acceptance by companies of debit business as well as credit risks.
2. Elimination of renewal signature by applicants.
3. Reduction or elimination of pen-

March Losses Up 16.9%, But 1960 Losses Down 1.5%

Fire losses in the U. S. during March amounted to \$116,365,000, according to National Board, an increase of 16.8% over losses in March, 1959, and an increase of 20.2% over losses for February 1960.

Losses for the first three months of 1960 totaled \$306,096,000, a decrease of 1.5% for the similar period of 1959.

alities for minor traffic violations.

4. Shorter period for citations than the present two-year period.

5. More citations allowed for class 3 business because of increased use and exposure.

6. A greater penalty for accidents than for citations.

7. Companies should obtain motor vehicle registration reports before issuing policies.

8. Elimination of rule that convictions and accidents of employees while acting as chauffeurs are chargeable to personal cars of employees.

9. Provision for a common, simplified form for all insurers.

10. Discouraging "odd-ball" variations of the bureau plan.

11. Assess points against drivers instead of highest rated cars.

The exchange reported that 44% of respondents used pup company type plans which have proved satisfactory; 8% used other plans; 64% approved of continuous policies; 79% approved of renewal certificates; 83% approved of renewal certificates with the producer collecting the premiums; and 54% objected to any requirement of cash within 20 days of expiration.

NAIA State Directors Against Big I Limit

(CONTINUED FROM PAGE 1)

nia might not be able to support the 1961 program on a voluntary fund raising basis. His state is in favor of perhaps some type of minimum national campaign with greater participation available on an optional state by state basis. (This was substantially what the executive committee recommended.)

An announcement by Leonard A. Adams, Oregon, that Oregon—a sometime holdout—would be a full participant in the 1961 campaign was applauded.

A proposal by John J. Batenburg, Wisconsin state director, that the state directors urge the advertising committee to explore ways and means of augmenting the association's ad program with financial assistance from the companies supporting the principles of the program was adopted. This is the first official step forward soliciting company assistance.

From Dividend To Deviations

West Bend Mutual of West Bend Wis., has switched from a dividend basis in Indiana to a deviation. As of May, the company is writing 10% off on fire and allied lines, inland marine and homeowners in Indiana and is also offering full multiple line facilities.

Jack Scharringenhausen, Fort Wayne, is Indiana state agent of West Bend Mutual.

Michigan 1752 Club is sponsoring meetings this week on the 1959 homeowners coverages at Grand Rapids, Marshall, Detroit and Frankenmuth.

Report Indictment Of Five Persons Over West Buechel Bonds

A federal grand jury at Fort Worth reportedly has indicted five persons on charges of violation of the securities laws, conspiracy and fraud by mail and telegram in the transactions surrounding the issuance and sale of \$2 million of bonds issued by the class six city of West Buechel, Ky.

The individuals named are reported as Henry J. Stites, Louisville attorney who represented West Buechel and Bankers Bond Co., which sold the bonds; Charles D. Dunne, president of the Dunne Press of Louisville, James E. Dunne II, son of C. D. Dunne; BenJack Cage, former Texas boy wonder insurance promoter now living in Brazil, and Leslie E. Gwaltney Jr., former Alabama commissioner.

Cage is under a 10-year prison sentence for embezzling \$100,000 from ICT Ins. Corp. on a conviction dating back to 1957.

The indictment reportedly states that on the advice of Mr. Stites, the board of trustees of West Buechel, a small hamlet near Louisville which has been depopulated as a result of the bond issue to about 20 persons, voted in 1954 to issue \$2 million in bonds for waterworks, sewer drainage and streets. Charles Dunne was engaged by Mr. Stites and Bankers Bond Co. to find buyers for these bonds, and BenJack Cage, through Cage & Co., bought the whole issue, putting down \$275,000 in cash and \$1,725,000 in promissory notes at 5%.

The bonds were then distributed by Cage & Co., and a number of them wound up in the vaults of the state of Alabama as deposits for insurance companies.

It is reported that BenJack Cage agreed that the Dunnes would be paid \$100,000 by Cage & Co. as their commission. Mr. Gwaltney is accused of substituting \$10,000 in West Buechel bonds for an equal amount of Florence, Ala., city bonds on deposit with the state.

Last November a federal court had a trial in Louisville on the bond issue, but no decision was handed down because of a hung jury. The defendants in that case were the Dunnes, Bankers Bond Co. and the chairman of Bankers Bond Co., Mrs. Elinore Sedley. Charges were brought by All States Life of Dallas, of which the president is B. F. Biggers, and Texas Continental Life of San Antonio. These companies said they were defrauded when they bought \$250,000 of the bond issue from Cage & Co. That trial has not been rescheduled.

A&H Week Ushers In Minn. Sales Congress

Accident & Health Protection Week proclaimed by Gov. Freeman of Minnesota ushered in the annual sales congress of Minnesota Assn. of A&H Underwriters at Minneapolis.

At the business meeting, Oscar A. Lipke, St. Paul Hospital & Casualty, was elected president, succeeding Leslie A. Randall, Monarch Life. Walter E. Bertram, St. Paul Hospital & Casualty, was named secretary-treasurer.

Speakers were Robert E. Wooster, secretary Monarch Life; William Harmelin, Continental Assurance general agent at New York; Bruce Gifford, managing director of International A&H Assn.; John J. Plumb, vice-president and director of agencies Paul Revere Life; and Howard H. Coron, Mutual Benefit H.A., Canton, O.

The positive approach to The London market
LUMLEY,

DENNANT, & COMPANY, INC.

New York

Hartford



Baltimore with affiliated offices at
LLOYDS

THROUGHOUT THE WORLD

DIRECTORY OF RESPONSIBLE INDEPENDENT ADJUSTERS

O. R. BALL, INC.

Fire—Inland Marine
Allied Lines
1544 Hanna Building
Cleveland 15, Ohio
Phone SUPERIOR 1-7850
Night Phones: MONtrex 3-7664
Florida 1-5095

BREWER ADJUSTMENT COMPANY

Long Haul, Bus, Taxicab and Automobile
Liability and Physical Damage—
General Liability—Compensation—Fire
RED ROCK BLDG., ATLANTA, GA., JA 3-2793
BUSH BLDG., COLUMBUS, GA., FA 7-7008

J. L. FOSTER & R. K. FOSTER

Insurance Adjusters
First National Bank Bldg.
Springfield, Illinois
Tel. 8-7555
Br. Office, Bloomington, Ill.
Inland Marine Casualty

RUSSELL K. OSBY, INC.

World's Largest Specialized Claim Service
Coast to Coast
Specializing in the Negro Claimant
All Lines—Adjusting—Investigating
Companies Only
4254 So. Indiana, Chicago
WAgnner 4-6100

RAYMOND N. POSTON, Inc.

159 S. W. 8th St.
Miami, Fla.

BRANCHES
FT. LAUDERDALE
PALM BEACH AREA
KEY WEST

SCOTT WETZEL CO. UTAH-IDAH

INSURANCE ADJUSTERS

Home office—428 So. Main, Salt Lake City, Utah.
Day or night offices: Ogden, Utah; Provo, Utah; Idaho Falls, Idaho; Pocatello, Idaho; Twin Falls, Idaho.

C.R. WACKENHUTH AND SON

ADJUSTERS FOR THE COMPANIES—ALL LINES
301 Mid-Continent Bldg.
Tulsa, Oklahoma
Phones LU 2-5460
GI 7-3850



Lower net costs are the rule, rather than the exception, for the distinguished list of clients who use the reinsurance facilities of J. H. Lea & Company. Savings result from our ability to negotiate direct with large volume underwriters and secure the most favorable terms possible. Add to this, our cost-free advisory service and you achieve reinsurance facilities unequalled any place in the world.

TREATY-FACULTATIVE J.H. LEA & CO. INC.

209 South LaSalle St. • Chicago
ANDover 3-6232

J.H. LEA & CO. LTD.

31 Gracechurch St. • London

Service Guide

O'TOOLE ASSOCIATES

Incorporated
Management Consultants to Insurance Companies
Established 1945
220-02 Hempstead Avenue
QUEENS VILLAGE 29, NEW YORK

BOWLES, ANDREWS & TOWNE, Inc.

ACTUARIES
MANAGEMENT CONSULTANTS
LIFE—FIRE—CASUALTY
EMPLOYEE BENEFIT PLANS

RICHMOND PORTLAND ATLANTA DALLAS NEW YORK MIAMI

CONFIDENTIAL NEGOTIATIONS FOR SALE OF INSURANCE COMPANIES

Ralph F. Colton
30 N. LaSalle St. Chicago 2, Ill.
Financial 6-9792

Full Program For N. Y. State Agents

A long, full program has been planned for the annual meeting of New York State Assn. of Insurance Agents at Concord Hotel, Kiamesha Lake, May 15-18, by Harry K. Lown of Batavia, program chairman, and his associates. Most of the card consists of workshops and panels.

An additional half day, Wednesday morning, has been added to the customary format. This will be devoted to a discussion of the future by company executives—John F. Harris, vice-president of Travelers; N. C. Flanagan, president of Lumbermens Mutual Casualty, and Robert A. Rennie, vice-president for research of Nationwide Mutual group.

In addition to moderating this panel, Edwin S. Overman, assistant dean of American Institute, will discuss new marketing techniques for improving agency profits, also on Wednesday morning.

Monday morning will open with a

CPCU breakfast, followed by the annual local board forum with Sidney Mang of Sidney presiding. Allan B. Stevens of White Plains, representing the Westchester County association, will discuss ownership of commissions on installment policies; Elmer T. Nelson of Dutchess County and Fire Chief Merrick of Poughkeepsie will present a fire safety education course for school teachers; Arthur L. Schwab of Staten Island will lead discussion by Richmond County association on the new premium finance law; and Charles Norton of Sullivan County will talk on new developments in automobile insurance.

Administration Report

Monday afternoon, Arthur F. Blum of Rockaway Park, president will give his administration report; Robert B. Douglass of Potsdam, executive vice-president, will speak briefly, and Raymond A. Muth of Newark will give the treasurer's report. The resolutions committee under George A. Kramer of Williston Park, and the nominating committee under Mr. Schwab, will report Tuesday morning.

Monday afternoon two workshops

will be presented simultaneously. W. Wallace Young of Buffalo will moderate, and Joseph F. Bender, eastern regional insurance manager of Remington Rand will lead, the session on "There Is a Card in Your Future That Puts Money in Your Pocket." The second, on personal lines, will be moderated by Albert C. Deisseroth of Syracuse, past president of the association. Hugh S. Betts Jr., Maurice W. Barger Jr., and James J. Keller, all of Continental Casualty, will discuss the "New Home Guard Policy," and William H. Brewster of National Bureau will discuss safe driver insurance plans.

Craig Thorn Jr. of Hudson, association past president, will moderate the "meet the press" panel Tuesday morning. Answering questions will be Superintendent Thomas Thacher; Paul H. Jones of Tucson, president of NAIA; George J. Schepens, manager of New York Automobile Assigned Risk Plan; Commissioner William S. Hults of the state motor vehicle bureau; and William F. Condon, chairman of the state senate's insurance committee and of the joint legislative committee on insurance rates and regulation.

Asking the questions will be Elmer Miller of the Journal of Commerce, Emanuel Levy of the Insurance Advocate, Edwin N. Eager of the Eastern Underwriter, and Kenneth O. Force of THE NATIONAL UNDERWRITER.

Tuesday afternoon the Remington Rand session will be repeated. Another workshop will be presented at the same time—on profit making. The latter will be moderated by Julius L. Ullman, president of W. L. Perrin & Son agency, New York. Hugh A. Johnson of Hugh Johnson & Co., Buffalo, will discuss mutual funds; Oakley Baskin Jr., president International Assn. of A&H Underwriters, A&S, and Robert V. McWilliams, Aetna Life, New York, life insurance.

Oregon Surplus Line Totals For 1959

Surplus line writings in Oregon for 1959 totaled \$5,496,159. The total exceeds the 1958 business by slightly more than \$1 million. Thirty-five brokers handled surplus lines and the first 15 in order of premiums are given in the accompanying table.

Rank	Company	Premiums
1	Sayre & Tosco	
2	W. B. Brandt	\$908,738
3	Rathbone, King & Seeley	717,673
4	Swett & Crawford	569,591
5	Kenneth I. Tobey	455,870
6	Manhattan Agencies	437,532
7	H. B. Larson Co.	414,586
8	Northwest Underwriters	369,175
9	Cravens, Dargan & Co.	251,498
10	C. V. Starr & Co.	249,016
11	Meridian, Inc.	234,046
12	Tom H. Menehee	198,731
13	Voigt, Walker & Co.	141,844
14	Marsh & McLennan-Cosgrove & Co.	107,734
15	Hansen & Rowland	61,529
	Landis, Pelletier & Parrish	43,511

Sheehy Is 1st V-P Of American Surety

Henry G. Sheehy has been elected 1st vice-president of American Surety. He has had more than 30 years experience in the fidelity and surety field. Most recently, he was vice-president of Argonaut, and, prior to that, was vice-president in charge of Pacific Coast operations of Massachusetts Bonding. He is a past president of Casualty Insurance Assn. and also a past president of Surety Assn. of Northern California.

**GAB Transfers Fuerst To
New Office In Pittsburgh**

General Adjustment Bureau has appointed Richard C. Fuerst manager of its new office at 12256 Franktown Road, Pittsburgh. He joined GAB at Pittsburgh in 1949 and was transferred to New Castle, Pa., in 1954 and named manager there in 1957. Edward S. Russick, adjuster at Scranton, was named to succeed Mr. Fuerst at New Castle.

Boston Manufacturers Mutual has appointed as a director, Herbert F. Lello, president of Automatic Electric Co., Northlake, Ill.

W. A. Smith Heads New Mississippi Claims Assn.

Mississippi Coast Claims Assn. has been organized at Gulfport by adjusters in Jackson, Harrison, Hancock, Pearl River, Stone and George Counties. Elected to head the new organization is W. A. Smith, General Adjustment Bureau. Other officers are W. G. Berry, Wellborn & Co., vice-president; William Bryant, attorney-secretary, and George Tootle Jr., Service Fire, treasurer. All are from Gulfport.

THE LONDON ASSURANCE GROUP

THE LONDON ASSURANCE
THE MANHATTAN FIRE & MARINE INSURANCE CO.
GUARANTEE INSURANCE CO.

MULTIPLE LINE
NATIONWIDE
FAST SERVICE

EXECUTIVE & REGIONAL OFFICES
111 JOHN ST., NEW YORK 38 • 550 KEARNY ST., SAN FRANCISCO 8

BRANCH OFFICES
CHICAGO • LOS ANGELES

Service Offices and General Agents in Principal Cities throughout the United States

REINSURANCE

Through Intermediaries Only

FIRE—CASUALTY

THE STUYVESANT INSURANCE COMPANY

Executive Offices
1105 Hamilton St., Allentown, Pa.
HEMLOCK 5-3541

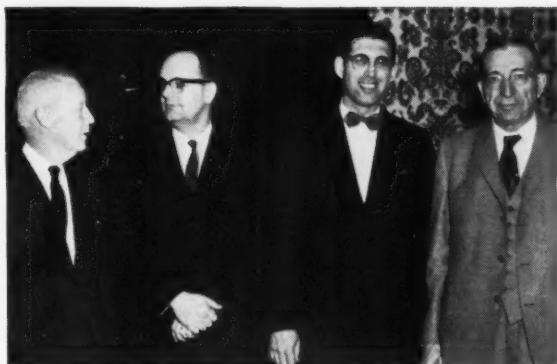
Reinsurance Department
141 West Jackson Blvd., Chicago 4
HARRISON 7-8432

Photos From Ill. Insurance Federation



Leaders of Insurance Federation of Illinois at the annual meeting in Chicago: William W. Chalmers, assistant U. S. manager of Zurich, the new 1st vice-president; Miss Florence M. Manson, executive secretary and treasurer; Ralph D. Jones, Continental Casualty, new president; James Mitchell, U. S. Secretary of Labor, the principal speaker at the luncheon; Peter W. Freilich, Corroon & Reynolds, who moved up from president to chairman; Lendon A. Knight, general counsel Royal Neighbors, new chairman of the executive committee, and E. H. Henning, president Central Standard Life, outgoing chairman.

Newell R. Johnson, general manager American Mutual Insurance Alliance; William L. Martin, assistant general counsel of the National Board at Chicago; Hamilton M. Loeb Jr., Elie & Loeb agency, Chicago, and Harry H. Fuller, midwest manager of the National Bureau.



Henry W. Capen, Bloomington agent; V. L. Montgomery, Chicago manager of North America; Earl Schwemm, Chicago manager of Great-West Life; Howard C. Reeder, president Continental Assurance; Henry Lustgarten, vice-president Continental Casualty at Chicago, and W. A. Eakin, manager Employers Liability.

NATIONAL INSPECTION CO. CHICAGO, ILLINOIS

Service to Stock Fire Insurance companies for 57 years.

Inspections and Underwriting Reports.

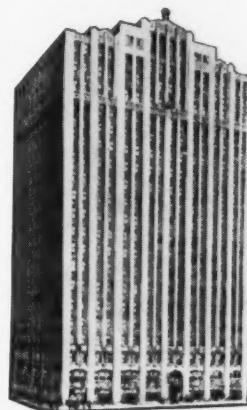
R. L. Thiele
Manager

P. A. Pederson
Ass't Manager

C. H. Strong, Chief Inspector

Reasonable Rental In the Heart of Chicago's Insurance District

Jackson Franklin Building offers unusual space opportunities for leading insurance firms seeking modern and efficient office quarters.



Available Now

2500 Square Feet — Executive office has paneled walls and private toilet and shower. Excellent general office area.

3450 Square Feet—5 fine private offices with large general office area.

Spaces will be remodeled to individual requirements, including partitioning, fluorescent lighting, asphalt tile floor covering and acoustic ceilings.

This Building is completely air conditioned.

For further information write or call

Owner Management

JACKSON • FRANKLIN BUILDING

309 West Jackson Boulevard • Chicago 6, Illinois
Telephone WEbster 9-3031

ROCKET TO
NEW HEIGHTS
with
ILLINOIS MUTUAL'S
NEW INCOME SECURITY
POLICIES!



Golden Anniversary Income Security Policy
Non Cancellable and Guaranteed Renewable to Age 65



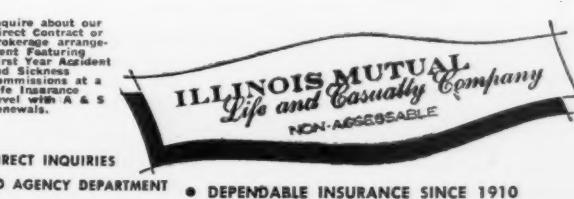
20th Century Income Security Policy
Guaranteed Renewable to Age 65
(Subject to Premium adjustment by Class)

These Golden Anniversary Policies were designed for our agents

Featuring First Year Accident and Sickness Commissions at a Life Insurance Level with A & S Renewals.

E. A. McCORD
President

HOME OFFICE:
411 LIBERTY
PEORIA,
ILLINOIS



DIRECT INQUIRIES
TO AGENCY DEPARTMENT

• DEPENDABLE INSURANCE SINCE 1910



Wherever power lives... it takes specialists to keep it alive!

... Specialists with the technical knowledge and practical know-how so necessary to the exacting business of safeguarding power equipment. Hartford Steam Boiler's nationwide organization includes more than 600 qualified and experienced field inspectors, with engineers, special agents, underwriters,

claims people—all prepared to help you protect your plant against loss by accident to your boilers, pressure vessels, turbines, engines, electrical and refrigerating equipment. When your boiler and machinery insurance is with Hartford Steam Boiler you can be sure you have the best.

Since 1866, the recognized world leader in power equipment inspection and insurance.
The Hartford Steam Boiler Inspection and Insurance Company
Hartford 2, Connecticut

Remember, INSPECTION is our middle name.



This advertisement appears in BUSINESS WEEK, April 30, and UNITED STATES INVESTOR, May 9, 1960.